

PRINTERS' INK

Reg. U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CVIII, No. 4

NEW YORK, JULY 24, 1919

10c A COPY



Here's a Good One; the Best You Never Heard:—

TO install the Noiseless Typewriter is like having the hurdy-gurdy move away from your window on a busy day. It is the silence that gives consent—to thoughts!

Here at Headquarters we are more than passing proud of the Noiseless Typewriter. It is the tip-toe way of typewriting.

We are proud, too, of the Noiseless advertising. In its genial, good-natured way it strikes a new note in copy appeal and shows the possibilities of small space newspaper advertising.

Above all, it shows the versatility and the fresher viewpoint that is so characteristic of N. W. Ayer & Son. In advertising, particularly, originality is worth its weight in gold.

"Keeping
Everlastingly
At It
Brings
Success."

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

4200 Pages, 9 x 12
Price \$15.00

THE BUYERS' MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY

5438 Advertisements
2054 Advertisers

THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary source of supply for any conceivable article, or kind of article—more than 70,000.

More than 17,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. **They all wanted it, ordered it and paid for it**, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year.

THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

BOSTON
Allston Sq

CHICAGO
20 W. Jackson Blvd.

SAN FRANCISCO
311 California St.

LONDON
24 Railway Approach

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CVIII

NEW YORK, JULY 24, 1919

No. 4

When the Buyer Treats Your Salesman Rough

How to Cure the Dealer Who Becomes a Stumbling Block in the Path of Advertising

By A. H. Deute

THERE was a dealer in a certain town in Idaho who used to make it a point to browbeat and abuse every salesman who came into his store. He was a sizable fellow and gradually the various men who made the territory regularly began to pass him up. Thus he received calls from the transients who worked the territory irregularly and did not know their man.

But finally one day a chap who traveled on schedule for a certain manufacturer made up his mind to get close to that dealer and sell him. So he called upon him and the dealer opened with the usual round of abuse. The salesman immediately set down his sample case and invited the dealer out in the alley with the promise of a good sound beating. The dealer lost interest and refused to come out. So the salesman told him he would administer the beating right in the store. The dealer immediately became apologetic and inside of half an hour salesman and dealer were able to talk business.

At heart this dealer was all right. The only trouble with him was that he had a rude nature and thought it was rather clever to abuse men calling upon him. Furthermore, he was a coward at heart, and not being able to stand up and overcome the talking points of the various salesmen, he resorted to "rough stuff" to keep from buying.

You will find on every territory several buyers who are "tough birds"—hard to sell, hard to talk business with, unreasonable and unbusiness-like—men who are able to repel almost any salesman.

There is another class of dealers that are just as hard to handle, although their methods in turning down salesmen are not the "treat 'em rough" kind. These fellows are just as insulting as their pugnacious brethren, only they use more subtle methods in getting rid of the travelers who call on them. They are the kind that run out the back door or down into the basement of the store whenever they see a man with a sample case approaching. They never give a salesman a chance to talk to them. Then there is that other provoking type of prospect that uses the methods of the sphinx. No matter how much a salesman says to these "statues," they never deign to make reply. They go right on about their work, absolutely ignoring the presence of the stranger. Many a salesman has met his Waterloo before a buyer of this kind.

These various types of "tough nuts," as the boys on the road usually call them, make up a considerable percentage of the prospects of any territory. The inability of a salesman to sell them is a menace to the distribution of his product. A house may advertise generously, it may have the finest sales policy in the world, it

may possess a most excellent product, but these facts make no impression on the stubborn dealer, who is "set" on badgering the salesmen that are sent to him.

Until a salesman finds out how to crack the "tough nut" prospect, he is not getting the maximum of results out of his territory. He cannot claim to be a full-fledged salesman until he finds the combination to the minds and hearts of these sour-dough boys.

How can the combination be found? Well, it isn't so hard to discover after you understand the motives of these "ornery" chaps. Usually the buyer that habitually insults salesmen is a coward. He probably has very good reasons for not wishing to buy more goods, but he is afraid to stand up in manly fashion and tell the salesman why he is not interested. He senses that in a mental tussle with the prospective antagonist before him, he would have to give way before superior ability. He feels that the salesman's will is stronger than his own and that if he permitted the seller to get into action he would be compelled to buy. Fearing to enter the combat on a legitimate basis, he resorts to abuse. Not being able to answer the arguments of his opponent, he does the only thing he is capable of, and that is to fall back on the "argument *ad hominem*" or in other words to insult his antagonist.

When we realize that dealers of this class are weak-willed, spineless creatures that are sparring for air or for an opportunity between blows to find the exit, we have their "number," as the saying goes. Once you penetrate the outer crust that these men throw about themselves, they are easy to sell.

There is really no standard method of reaching these dealers, 'but one of the best plans is for the salesman to treat them exactly as they treat him.'

I have in mind a splendid, gentlemanly salesman of mature experience. He had a regular fixed method of approach when the dealer was of the rough type. He

knew that that type of dealer was one and the same as the small town bully. So as soon as he saw he was calling on a dealer of this type, he would take him heartily, even roughly, by the lapel of his coat and say: "Here, you, cut out that rough stuff. I'm not here to beg anything off of you. You've got to buy from somebody if you are going to keep a good store. And you've got to see more than one line. Maybe you don't know it, but it's a fact. Now, I'm here, and I've got the stuff to show you. Let's look right now!" And without further argument he propelled the dealer to where his sample case stood. Nine times out of ten the dealer who had been making a practice of rudely turning down other salesmen could be marched right up to the case and through to an order.

It is very often a serious problem to the sales manager to teach the salesman how to overcome the out and out rebuff. Different salesmen handle these dealers differently, but it is a fact that the strong salesman can handle them all while the weak-kneed one will fall down from sheer loss of nerve. It is mighty good training for a salesman to go up against these "hard boiled" boys.

THE "TOUGH MUG" DEALER

Among them, you find the "tough mug" dealer. In a certain Western town there is one of these we have particularly in mind. He is proud of being a "hard nut" and a bully. He takes delight in "bawling out" a salesman, especially before customers. But he has been thoroughly tamed by several good salesmen who have not been afraid to talk up to him.

The salesman can keep in mind that the dealer who delights in being rough and rude nine times out of ten doesn't mean anything he says. He simply enjoys bullying the salesman who will stand for it. Yet many a salesman loses a first-class order, simply because the dealer can pull some of his horse-play.

It is a fact, proved out upon careful analysis, that the smaller

Just outside of New York—

the folks who run the farms and the banks, the water-works and the street railways, are still old-fashioned enough to go to church on Sundays. *What kind of a magazine do these people believe in?*

THE other day I started on a run through New York and Eastern Ohio to visit some of the 300,000 subscribers of the Christian Herald. The first place at which I stopped was a big farm just outside of Watkins, New York.

The farmer—a fine, clean built, typical modern American—was sitting on his front porch, reading the newspaper.

"My family are off to church," he told me, "I stayed home to read up on this Bolshevik situation. I've been following everything you people on Christian Herald have been saying about this thing. But what I want to know is, where does the farmer come in?"

We discussed the question for perhaps half an hour. He told me the thing he found most interesting about the Christian Herald was the way it had jumped into big, modern questions and was handling them from a new point of view—giving them a Christian interpretation.

"After all," he said, "outside the big cities, people are still mighty bound up in their churches."

"You take the towns around here—the solid people, the folks who run the banks and the farms and the

water-works and the street railways, are still old-fashioned enough to go to church on Sundays and send the children to Sunday School."

In all, I visited twenty average American towns. I talked with bankers, railroad men, a judge or two, farmers, real estate men, and the wives of nearly all of them.

This is the thing I saw everywhere I went:

FIRST. *The people who go to church nowadays are healthy, active human beings with a live interest in the world and its affairs; proud of their children; anxious to secure good health and the best possible education for them, together with a share in the pleasant things of life.*

SECOND. *These people look on the church as their natural social meeting ground. It is through the church and their church activities that they get together, talk things over, discuss the big questions of the day.*

And these are the people who read the Christian Herald — 300,000 of them.

They read the Christian Herald because it is not afraid to discuss big public questions in a big way, instead of keeping to the narrow track of purely sectarian matters. Because it meets their demand for a family magazine that is wholesome, trust-worthy, religious in tone, and yet keenly alive to all current topics of the day.

Publisher THE CHRISTIAN HERALD

the dealer, the more apt he is to feel the tremendousness of his own importance and assert himself toward the salesman. While the larger merchant is inclined to be brief, he is generally business-like and appreciates the service which the salesman renders him. He can be dealt with as one business man to another. Keeping this in mind and realizing that ignorance, weakness and inefficiency are probably the chief reasons for the coarse tactics of some dealers, a particularly good salesman handled his bullying trade as follows:

The moment he saw that he was talking to that type, he would calmly stand back and let him unwind. Then he would set down his sample case, square his shoulders, step up a little more closely to the dealer, and say to him: "Mr. Blank, evidently you are not intending to buy. As a matter of fact, I can't choke anything down your throat, but there is one thing you want to know badly. Did you ever stop to think what it costs my house to send me here to talk to you? It costs my house ten dollars a day to have me call on the trade and I can call on only about five people in a day. That means that right now my house is spending two dollars to have me here. Now, we appreciate your business enough to be willing to invest that money and come here and tell you about our line and show you how it fits into your needs. Unless we knew that we have something you want we wouldn't be foolish enough to drop two dollars coming in here. But inasmuch as we are willing to put our time and money into it, there is real reason to believe that we have something worth talking to you about. Now, you need good salable merchandise, at good values, or you can't do business. And the only way you get your merchandise is by inspecting the various lines put up to you. If no salesman called on you, you would have to deliberately leave your store every so often and visit around among the wholesale houses and factories and travel all over the country. You couldn't stay in business if no

salesman called on you. Now, the way you stand up there and abuse a salesman is going to send all the better class men away from you. No self-respecting man is going to stand for your abuse. On the other hand, every good salesman is fair-minded enough to realize that every dealer cannot buy. But he knows too that as a good business man the dealer will look over his line and make up his mind after he has seen the goods whether he wants to buy or not."

And then he goes right on into his canvass—and nine times out of ten the dealer is business man enough, even if not gentleman enough, to listen. And when the salesman has managed to get past that dealer's barrier just one time, from then on it becomes easy.

The great big thing which the salesman must keep in mind when he calls on the dealer is the dignity of his proposition—keep in mind that the thing he is doing is conducting his business—not peddling and begging for a little order. He must keep in mind that his proposition is a good one. If he can't believe in it himself, there is no use taking it out on the road in the first place.

SALES MEN MUST BE SOLD ON LINE

When the salesman is thoroughly sold to his line and realizes the service he is rendering and appreciates what it means to the merchant to have a salesman call on him and intelligently show him where he can make some profit, then the rude turn-down and the "rough-stuff" which certain dealers display become incidents, no harder to handle than other objections.

And the merchant on his part at once develops a great respect for the man who is impervious to abuse. I remember sitting in the back of a store nearly all of one morning, talking to a dealer on a proposition that had a great many angles to discuss. We were there for the day and had plenty of time, so we stepped aside whenever other salesmen came in. The dealer in question was one of the medium rough sort, curt and

(Continued on page 150)

New York Advertising Situation

These Twenty Leading Retail Shops

Abraham & Straus
 Altman
 Arnold, Constable
 Best
 Bloomingdale
 Bonwit Teller
 Gidding
 Gimbel
 Hearn
 Loeser



Lord & Taylor
 McCreery
 Macy
 Oppenheim, Collins
 Franklin Simon
 Stanley & MacGibbons
 Stern
 Stewart
 Worth
 Wanamaker

used space in the New York daily newspapers during the month of June, 1919, as follows:

Evening Newspapers

The Globe.....	294,930	The Mail.....	137,915
The World.....	288,077	The Telegram.....	99,470
The Journal.....	268,819	The Post.....	48,500
The Sun.....	251,065		

Morning Newspapers—excluding Sundays

The Tribune.....	73,119	The World.....	47,137
The Sun.....	55,833	The Herald.....	40,939
The Times.....	48,803	The American.....	7,368

Sunday Newspapers

The Times.....	131,631	The Herald.....	94,381
The World.....	124,918	The Tribune.....	87,907
The American.....	121,080	The Sun.....	67,522

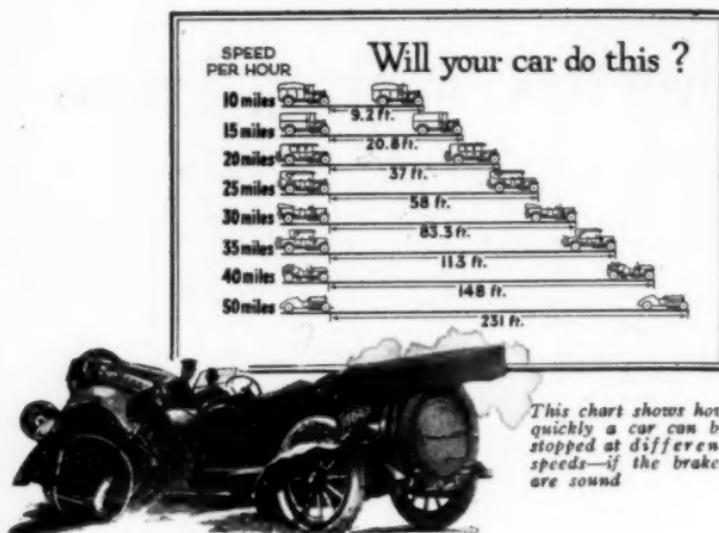
The *Globe* continues to lead the procession in volume of clean local advertising

Member
 A. B. C.

The New York Globe

180,000
 A Day

JASON ROGERS, Publisher



Selling the motorist unseen values —

MORE than 500,000 automobiles meet with accidents every year—and 76% of them *at a speed under 15 miles*.

"It is not how fast you are going—but how quickly you can stop that decides the safety of your car."

Facts like these, graphically presented, are arousing American motorists everywhere to the vital importance of *brakes that never fail*.

This is the first problem of selling and advertising Thermoid brake-lining. The chart reproduced above is used in every advertisement to show motorists just how quickly their brakes should work at different speeds.

But brake-lining is hidden away—the average motorist knows little about it. He must be impressed with the need for frequent inspection of his brakes.

This is the second Thermoid problem. To

How quickly could you stop?
Don't wait for an emergency to test your brakes

WHEN the experienced experts who pass comment on the performance of your car say that Thermoid is the greatest, nearly ideal safety device, it is right and for that reason you give the maximum which you can to the safety of your car and safety.

Braking on good roads
is a matter of common sense.
Your garage man
will tell you that Ther-

Unparallelled—an exclusive process which creates resistance to moisture, oil and gasoline, gives extraordinary consistency of service. Ther-

moid is important to any car.

2. Hydraulic Compressed, Uniform
Throughout—Every square inch of Ther-

moid is subjected to a hydraulic compression of 2,000 pounds.

Strength of the Thermoid is evidence of its wear and tear resistance. Thermoid has been tested to 100,000 miles, and remains in excellent condition.

The measure of Thermoid value
These three exclusive features form the measure of Thermoid value to you. They are the guarantee of safety, economy and endurance.

Brake Inspection Movement
Passenger officials, racing clubs and automobile manufacturers have joined in a movement to make the public aware of the importance of regular brake inspection. This is the "Brake Inspection Movement".

Will you do this?

Advertisements like
this one are driving
home to motorists
the importance of
brake inspection

meet it, the Brake Inspection Movement has been developed in Thermoid advertising.

The third problem is to tie up Thermoid with this big story—to visualize why it is safer and more durable than other brake lining.

So the process which gives Thermoid its remarkable qualities has been pictured concretely in the name, *grapnalized*.

To-day Thermoid leads the world's sales of brake-lining.

By solving problems similar to those of Thermoid, J. Walter Thompson Company is co-operating with many clients in building up success on a national scale.

J. WALTER THOMPSON COMPANY
New York

Chicago - Boston - Detroit - Cincinnati

When They Don't Believe That Moderate Prices Bring a Larger Revenue—Prove It!

"Victor" Wins Over Its Operatic Artists to the Principle of Moderate Royalties and Big Sales Volume

NOT often these days that a manufacturer reduces his prices 50 per cent. Still, under certain circumstances it is conceivable.

If, however, a manufacturer should tell you that he was unable to keep up with his present orders at *present* prices and then announce a 50 per cent reduction you would most certainly dub him an "idealist." Blacker term these days, as everyone knows, there is none!

Well, "Victor" has gone and done it—has actually reduced the prices of by far the greater portion of its famous library of Red Seal records (in particular those retailing at \$2—or more) a flat 50 per cent. The effect of this price reduction may be imagined from the fact that one can now buy records made by Caruso, Melba, Tetrazzini, Farrar, and others in the galaxy of operatic stars, at as low a figure as one purchases the latest hit at the Winter Garden. It is unquestionably the biggest development in the talking machine industry since the first operatic record was developed.

Undoubtedly there is sound business policy behind so sweeping a reduction, and this policy may be surmised from the fact that the records of John McCormack and Alma Gluck at popular prices—"Mother MacCree," for instance, and the "Little Grey Home in the West"—have always had an enormously greater sale and produced a much larger return to the artists than certain of the operatic records for which the company has had to pay princely advance fees and exorbitant royalties.

For a long time the Victor company has been striving to impress upon famous artists the

value of volume in sales, and time and again it has pointed out to them that the artists who have contented themselves with a straight and moderate royalty basis, that would permit the company to market their records at not more than \$1 or \$1.50 each, have earned far more in this way than they would have earned if they had restricted the volume of sales by exacting advance fees and royalties out of proportion to manufacturing and distributing cost.

These artists have seen this principle demonstrated most effectively within the past few years, and they are now willing to sacrifice immediate returns to the larger returns that will most surely be theirs over a period of years.

THE EFFECT ON THE COMPANY AND ON ITS DEALERS

The logical effect, from the standpoint of the Victor trade, will be the very great multiplication in sale of Red Seal records.

No dealer, of course, can be compelled under the law to sell the Red Seal records at the reduced prices, but the Victor dealers have been given the privilege of receiving without charge an additional quantity of the records affected by the price reduction up to a point where the value of these records in the dealers' hands will be equivalent to the value of their stocks as of a certain date at the old prices. Needless to say, this adjustment has been made, and the trade is taking wide advantage of its new sales opportunities through local and direct advertising — supplementing, of course, the national announcements of the Victor company.



WELL, we're off! And not even an upset, though Biff Perkins started things right by taking a header over a duffle bag into the old Umpachene, just for luck.

Mother got kind of teary, but Dad said to cheer up; it's time William learned to paddle his own canoe. Said he used to go camping on the Tombigbee and Budyhatchee Rivers in his time, and never felt worse for it. Paddling a home-made bateau, he said, was *paddling* compared to the cockle-shells we bought just from looking at pretty pictures in an easy chair.

We've got a regular flotilla and my canoe, the Wissahickon, is flagship. We've been practicing fleet formations, wig-wagging for position, and a couple of us are going to rig up wireless tackle and try that.

We're going to proceed upstream a way and establish a base. It certainly cost a heap of money to stock this expedition. Believe me, an inventory of our outfit reads like a sporting goods catalog, and we've got enough pancake flour and canned grub to stock a regular grocery. And we earned most of it ourselves.

Billy Byer.

(Continued in *Printers' Ink*, August 7)

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

Fathers never forget their boyhood. Boyish impressions are permanent. The advertiser in *The American Boy* today is building present business with the 500,000 boy readers and their families who look for its arrival each month. He gets an extra value besides in the future endurance of his present appeal.

(MEMBER A. B. C.)



THE SPRAGUE PUBLISHING CO., Detroit, Mich.

Branch Offices: 286 Fifth Ave., New York; 1418 Lytton Bldg., Chicago

Banks Using Neighborhood Idea

An interesting variation of the community and neighborhood idea is a campaign now being put on by the outlying banks of Chicago. The Cook County Bankers' Club, representing more than a hundred State and national banks, is running page advertisements calling the attention of people in the suburbs and outlying Chicago districts to the advantages of using the local bank. It is asserted that a person can serve his own interest and the interests of his community by doing all his banking at the neighborhood chartered bank. This is a dogmatic statement that often appears in neighborhood advertising but that seldom is proved. Each advertisement contains a picture of an owl bearing the inscription, "Be Wise. Do Your Banking at Your Neighborhood Bank."

Patent Division Activity

As an indication of the forward look American manufacturers are taking, it is interesting to note that the patent office has received such a large volume of requests for information that twenty-five additional employees are needed to care for the mail. In asking for a special appropriation for additional help, Patents Commissioner Newton advised Congress that since the cessation of hostilities his office has received from 75,000 to 85,000 requests weekly for copies of patent issues principally from manufacturers anxious "to find the newest and best ways of doing things."

Lough Returns From France

William H. Lough, president of the Business Training Corporation, New York, returned July 10 from France, where he has served during the past seven months as a member of the Educational Corps, United States Army, and director of instruction in business in the A. E. F. Altogether, about 100,000 men were reached with some form of instruction by Mr. Lough, on such subjects as salesmanship, commercial law, bookkeeping and stenography, etc.

Quaker Oats Co. Increases Capital

Stockholders of the Quaker Oats Company at a special meeting in Jersey City have voted to increase the authorized capital stock of the company to \$50,000,000. The authorized preferred issue is increased from \$15,000,000 to \$25,000,000 and a similar increase is authorized in the common.

F. S. Mygatt with "Woman's World"

Francis S. Mygatt, who has been with the *American Magazine* for several years, has been placed in charge of the advertising interests of *Woman's World* in Pennsylvania and the southern territory.

Mrs. Wilson Sets Color Fashion

Peace-Dove Gray is to be put forward as the fashionable shade for fall wear in gowns and other articles of women's wear. It is a color that H. R. Mallinson & Co. are bringing out in their new fall silks—Pussy Willow, Pussy Willow Satin, Pussy Willow Crepe Meteor, Chinchilla Satin, Roshanara Crepe Dovedown, Indestructible Voile, Whippoor-Will, Will o' the Wisp, Satin Sonata, Khaki-Kool, Kumsi-Kumsa, Dew Kist, and the metal brocaded and embroidered Pussy Willow Satin and Indestructible Voile. It reflects the soft gray of the dove's plumage.

Quite unconsciously Mrs. Wilson has popularized this color by appearing in a gown of the same shade at the signing of the Peace Conference, and again upon her first public appearance in America on her return from France. She also brought home with her several new gowns of this color. Leading gown manufacturers will feature this color for early fall.

H. R. Mallinson & Company regard Mrs. Wilson's introduction of the color as a fortunate coincidence for them, and as a decided aid in their advertising.

"The Home Sector"—For Ex-Service Men

The Home Sector, a weekly publication for ex-service men, will make its first appearance the latter part of September. The magazine, which has the backing of the Butterick Publishing Company, will be conducted by the original four editors of the *Stars and Stripes*—Hudson Hawley, formerly of the New York Sun and the 101st Machine Gun Battalion; Private Harold W. Ross, of the San Francisco Call and 18th Engineers; Private John T. Winterich, of the Springfield Republicans and 496th Aero Squadron, and Sergeant Alexander Woolcott, of the New York Times and Base Hospital No. 8.

The new weekly will maintain the same policies and features as the *Stars and Stripes*. It will have the same departments, contributors and cartoonists.

Gundlach Resumes Presidency

E. T. Gundlach has resumed the presidency of the Gundlach Advertising Company, Chicago, from which he resigned while he was serving the Government during the war. C. W. Jackson and F. E. Duggan, who have been associated with the company for a number of years, have been elected secretary and treasurer, respectively.

Lucius French Leaves National Car

Lucius French, advertising manager of the National Motor Car Vehicle Company, Indianapolis, has resigned and on August 1 will become secretary of the Western Oil Refining Company, of the same city.

You Cannot Measure Des Moines' Importance by The Population Yardstick!

Des Moines has a larger volume of jobbing business and larger department store sales than many cities with twice the population!

Des Moines is the wholesale and retail distributing center of Iowa, the richest agricultural state with a population of 2,250,000!

Des Moines is the only city, within a 150-mile radius, of over 100,000 population. Chicago is 350 miles away, Kansas City 225 miles, Minneapolis 300 miles, and Omaha 150 miles from Des Moines!

Iowa never has a crop failure! Prices of agricultural products are higher than ever! Iowa banks are bulging with money! Prosperity is state-wide!

The Register and Tribune

(Morning, Evening and Sunday)

Dominate The Des Moines Trade Territory!

DAILY 103,921 { June, 1919 Net Paid Average } SUNDAY 70,079

Member A. B. C.

Ask our representative or write to Register and Tribune Company for dot maps showing circulation distribution in Iowa.

Our Service Department Will Give You Efficient Co-operation

I. A. KLEIN
Metropolitan Tower, New York

JOHN GLASS
Peoples Gas Bldg., Chicago

Collier's

NATIONAL WEEKLY

*"Take it from me,
Insist On B.V.D."*

*Copyright U.S.A. 1926
The B.V.D. Company*

If it hasn't this
Red Woven Label

MADE FOR THE
B.V.D.
BEST RETAIL TRADE

It isn't B.V.D.
Underwear

A lot of comfort is worth a
little insistence
Therefore - Insist upon getting
B.V.D.

B.V.D. quality can only be
obtained in B.V.D. Underwear

THE B.V.D. COMPANY
NEW YORK

B.V.D. Case for Underwear
and Laundry Dresser
25.00 per dozen.

B.V.D. Standard Credit Clock
Case, 24 in. - \$15.00
31 in. - \$20.00

Remember all Athletic Underwear is not B.V.D.

More Than a Million a Week

B. V. D. and Collier's

In the 14 years during which B. V. D. has been a nationally advertised trade mark, more space has been used for B. V. D. advertising in Collier's than in any other general publication.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~A~~ Million a Week

NEWS Leads in Circulation and Advertising in Baltimore



Unexcelled port facilities and low freight differential had a lot to do with the location of fourteen new industries with a total capitalization of \$20,000,000.00 in Baltimore during the month of June.

THE Baltimore NEWS in June carried 942,976 lines of display advertising. This was the largest volume of display advertising carried by any Baltimore paper, daily and Sunday included. The NEWS made a total advertising gain of 382,347 lines, compared with June a year ago, the largest gain of any Baltimore newspaper.

¶ The NEWS, 6 days only, carried 724,447 lines of display advertising. The second paper (evening) carried 660,997; the third paper (morning) carried 305,211 lines. The NEWS in June also carried 205,711 lines of fully paid classified advertising—the only afternoon newspaper in Baltimore which does not reprint a very heavy volume of classified from a morning paper without charge.

¶ The NEWS has gained, comparing the six months ending March 31, 1919, with the same period a year ago, two years and three years ago, 7 issues a week, MORE circulation than ALL the other newspapers in Baltimore PUT TOGETHER morning, evening and Sunday combined, 26 issues a week!

If you want the medium that is leading in Baltimore—both in circulation and advertising—you will come into the live, virile, productive columns of

The Baltimore News

Over 100,000 net paid Daily and Sunday

The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

The Ghirardelli "H" that Cost its Firm a Million Dollars

What They Are Doing Through Advertising to Surmount a Queer Handicap

WHEN Lyle Ghirardelli, of San Francisco, made the statement that the "h" in his name had cost his firm a million dollars in business, he made a statement more truthful than humorous.

While for over half a century, the firm of Ghirardelli has held an honored place in San Francisco business circles, and the products which it places upon the market are thoroughly good and reliable, the name is a hard one for the average person to pronounce unless he be more or less familiar with the pronunciation of words and names of Romance derivation.

Although the house of Ghirardelli has, for many years, been a consistent user of advertising space this little article is not for the purpose of recounting its various campaigns, but is set down for the purpose of pointing out one certain phase of its advertising which has plainly succeeded in "hitting the nail on the head."

The Ghirardelli people have advertised their ground chocolate in practically every kind of advertising medium, using them all impartially and generously, believing in advertising and being more than willing to give it every opportunity to deliver the goods.

But as each succeeding idea was adopted and used, there always became evident the fact that the results did not seem commensurate with the outlay, and it began to be plain that in this particular case, ordinary copy failed to get maximum results.

And then, a good many years ago, there began a groping around for the right approach—for the idea which, put into copy, would exactly meet popular fancy and bring spontaneous results.

The product was right and the sales organization behind it was live and aggressive. The trade has always been friendly. It got down to a matter of copy.

Historical copy, reason-why copy, general copy and specific copy, illustrated ads and plain type ads were used. Undoubtedly there is not a man, woman and child in the territory West of the Missouri River who has not seen a Ghirardelli advertisement and knows that those people make ground chocolate and thousands of them have become convinced that it is a fine thing to use such an article.

But when they got as far as the grocery store, they hesitated on the pronunciation of the name and got round the difficulty by ordering some other brand which they could pronounce more readily. The stumbling block seemed to be the "H" in the name, and it is more than reasonable to assume that this little "H" has lost at least a million dollars business for Ghirardelli.

PEOPLE COULD NOT LEARN TO PRONOUNCE NAME

People simply had a hard time pronouncing the name and that was losing money for the company. But the big advertising appropriations had not successfully overcome this, and finally the company reluctantly came to the point where they were convinced that it was time to retard on their advertising and strive to hold their regular volume with a minimum of advertising rather than keep on advertising heavily to attain an apparently unattainable end.

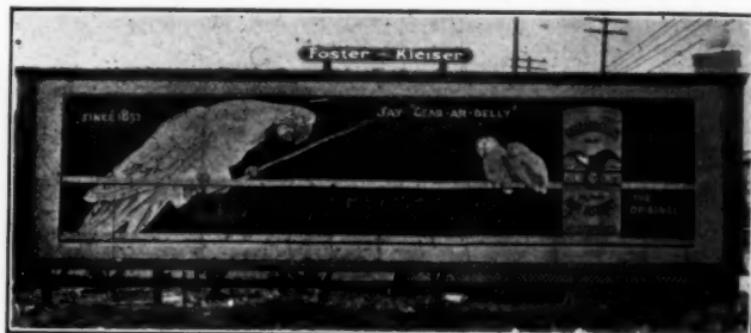
It must be kept in mind that all this time the Ghirardellis were loyal to advertising. If it were not for their steady confidence in the ability of advertising to solve their problem if they could but hit onto the right plan and appeal, it is likely that to-day, instead of having developed a unique and effective appeal through sheer persistence, they would have dropped into the class of men who will

tell you that advertising doesn't pay and they know it because they have tried it.

However, before definitely slipping into this policy of retarded advertising, the Ghirardelli company decided that they would try just one more attack, and out of an array of suggestions there was selected one which seemed to have in it the greatest possibilities of success. To Lyle Ghirardelli goes the credit of "spotting" this "live idea" and his advertising instinct has proved its right to live by the fact that this idea hit the proverbial nail right squarely on the head, and the campaign which

to be told or have it inferred that he cannot pronounce a name. It was a delicate subject to handle. In the very admirableness of the handling lies the success of the idea.

In the mind of the Ghirardelli company was the truism that people are sensitive; they do not want to be held up to ridicule, even impersonally; they do not want to be set down and have a lesson preached into their heads; they are independent and must be properly approached; and there was also this idea—the average man likes to laugh at a joke on the other fellow, but not on himself;



THE GHIRARDELLI PARROT, LITTLE BY LITTLE, HAS TAUGHT PEOPLE HOW TO ASK FOR THE PRODUCT

was first entered into for a short time only has been renewed and is rapidly becoming the salient advertising feature of Ghirardelli advertising.

Now, this particular idea has made good without a doubt, and the short time contract for posters has been renewed for the longest contract ever written on the Coast, the whole plan being based on this definite idea.

It was realized that the thing that had to be done was to get people to go to the store and say "Gearardelly." It was known that most people couldn't pronounce the name, and even in the past phonetic copy had been tried. But it was plain that just phonetic spelling was not enough; it had to be presented in a pleasing, unobtrusive manner which would not affect the sensibilities of the average person who dislikes

furthermore, he is perfectly willing to be amused over the stupidity of the other fellow just so long as he realizes that the man who tells the story knows that it is the other fellow who is the butt of the joke. And in an honest adherence to this belief and a proper working out of the copy, based on that idea, the success of the parrot idea in Ghirardelli copy is surely so.

In brief, then, instead of taking a man by the neck, as it were, and explaining to him that Ghirardelli was pronounced in a certain way which he undoubtedly didn't know, they invited, so to speak, the general public to sit down with them when between them they taught a parrot how to say "Gear-ar-delly." And so the first outdoor display, gotten up in all the striking colors of the macaw or Spanish American parrot was put up. The

color scheme of the macaw lent itself wonderfully well to poster art and the pictures stood out as plainly as the proverbial sore thumb. One couldn't help being attracted by the brightly colored illustrations, the warm colors of which, properly blended by an artist who knew human nature and who realized the psychological importance of proper color combinations, insinuated themselves into the unconscious mind of the average consumer.

And then there was the whimsical picture of the little girl who was trying to teach polly to say "Gear-ar-delly" and the polly was slow to learn and so the girl was shaking him by the throat until even some of his feathers were flying out and saying to him: "Say Gear-ar-delly." How could anyone feel that this was a personal thrust at him? But at the same time, the person who stopped to look, and who could hardly help to give the one little glance which was all that was necessary to tell him the message "Say Ghirardelli" knew all about it. For years and years and years he or she had been told that Ghirardelli meant good ground chocolate. This copy told him how to pronounce it and it acted as the little piece of dynamite which broke the dam, and over-night, as it were, people began to "Say Gear-ar-delly" and there was an immediate loosening up of the demand. The key to the situation had been found in the right copy.

"POLLY" TEACHES PRONUNCIATION OF GHIRARDELLI

Since then other and equally interesting illustrations have appeared, all teaching the polly how to say Ghirardelli and all equally successful in incidentally teaching Tom, Dick and Harry and their sisters and wives to "Say Gear-ar-delly"—and to prove that the copy appeal is right, it is only necessary to ascertain at the nearest store that they are saying "Gear-ar-delly."

We don't know at what valuation the house of Ghirardelli would place their macaws, but it is safe to say that right now the

pretty polly has handed them the million dollars which the unconscious and innocent stupidity of the letter "H" has lost for them.

To the student of merchandising, many interesting speculations now arise. What will come next? And probably the most interesting is: "In how many ways will the house of Ghirardelli put their polly to work?"

The package suggests itself. It is true that there is an eagle on the present and original Ghirardelli package of ground chocolate, but if you ask the average person in the West what house uses a polly in its advertising, you'll get the answer "Ghirardelli." Or if you would tell the little fellow who couldn't read to go to the store and get a package of Ghirardelli's, the chances are that if he were observant he would refuse what the dealer handed him because there would be no polly to prove to him that it was the genuine article.

And what a wonderful thing the bright, prettily colored polly would be as a trade-mark on the package! How it would stand out on the grocers' shelves! How easily it would connect up with the bright advertising copy on posters and in the newspapers.

Maybe this idea is already taking form in the fertile mind of Ghirardelli. Who knows?

And now just to moralize for a moment: Here of late there has been growing up in the minds of many people an idea that copy is secondary. It is gratifying to have before us such a definite, convincing instance of copy being the absolutely dominant factor. It should convince us that the copy writer's place has never been properly relegated, that his importance to-day is even greater than ever before, that what American advertising needs is constantly better copy and that the best advertising and merchandising and selling brains may well be put to work in an effort to make every bit of space carry just a little better copy—copy with the right idea back of it—copy with a consciousness, you might call it.

Printers' Ink List of Nationally Advertised Slogans

Fourth Instalment of Fifty Well-known Trade Phrases

FOLLOWING is a list of fifty more nationally advertised slogans which have been received since the last list was published, making altogether a total of 200. While this is a large number it is our opinion that there are many more slogans to be listed, and we will be pleased to receive any additions, in the shape of nationally advertised slogans of commodities.

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At Your Service. New York Edison Co.

Buy One To-day—You'll Need It Tonight. French Battery & Carbon Co. (Ray-o-Lites).

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Coffee—95% of the Caffeine Removed. Kaffee Hag Corporation.

Compare the Work. Royal Typewriter Co., Inc.

Cream of Olive Oil Soaps. (The). Peet Bros. Mfg. Co. (Creme Oil).

Does the Washing Where the Water Is. Home Devices Corp.

Don't Envy Beauty. Use Pompeian. Pompeian Co.

Everything We Sell, We Make. J. L. Mott Iron Works.

Famous Shoes for Women. Thomas G. Plant Co. (Queen Quality Shoes).

Fingers of Steel. Smith & Hemenway Co. (Red Devil Pliers).

Goes a Long Way to Make Friends. General Tire & Rubber Co.

High Mark on Leather. (The). Alexander Brothers.

It's the Buttermilk that Does It. Ekenberg Co. (Teco Pancake Flour).

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Pump That Oils Itself. (The). Coe-Stapley Mfg. Co.

Rag-Content Loft Dried Paper at the Reasonable Price. (The). Eastern Mfg. Co.

Real Razor—Made Safe. (A). Durham-Duplex Razor Co.

Reflects Good Housekeeping. Aluminum Goods Mfg. Co. (Mirro Aluminum).

Rely On Me. Billings Spencer Co. Remember the Horse Shoe Tread. Racine Rubber Co.

Serves in Conservation. H. W. Johns-Manville Co.

Spendable Everywhere. American Express Co. (Travelers Cheques).

Take the Slant Out of Hills. McQuay-Norris Mfg. Co. (Piston Rings).

Taste the Taste. Wm. Underwood Co. That We May Ride in Comfort. McGraw Tire & Rubber Co.

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Uniformly Good Oranges. California Fruit Growers Exchange. (Sunkist).

Washes and Dries Without a Wringer. Laundryette Mfg. Co.

We Furnish the Great Outdoors. Old Hickory Chair Co.

At Your Service

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.

PHILADELPHIA, July 12, 1919.

Editor of Printers' Ink:

The writer wishes to express his appreciation for the splendid services which your Research Department has rendered, as we have called upon you a great many times for data relative to Printers' Ink articles.

CHAS. H. EYLE,
Vice-President.

Canadian Loan Advertised

A syndicate of bankers headed by J. P. Morgan Company is advertising the \$75,000,000 issue of Canadian government two-year gold notes and ten-year gold bonds. Space is being used in a list of newspapers in metropolitan cities. The advertising is being placed by Collin Armstrong, Inc.

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Influencing the dealer and the consumer is best brought about by regular advertising in Philadelphia's dominant newspaper.

Philadelphia dealers stock and push articles that are regularly advertised; they don't pay much attention to the things that the public don't ask for.

Philadelphia's 392,000 dwellings and 16,000 manufacturing places comprise a big market that needs constant cultivation, because it pays big dividends to the advertiser.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

*Net Paid Average
for June* **447,401** *Copies
a Day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin."



Printing Papers

How Much Do I Know About Printing?

A QUESTION every buyer of printing might ask himself is, "How much do I know about printing?" Now printing is too big a subject for anyone to know all about it. Even the most experienced printer learns something every day about his trade. And everyone connected with printing can be benefited by studying Warren's Paper Buyer's Guide. To some this book means more than to others. For the more a man knows about printing, the keener he appreciates the value of this book.

Warren's Paper Buyer's Guide is the common ground upon which buyers of printing and printers can meet to discuss and plot a job. It furnishes the source from which the idea springs; it points out the limitations and possibilities in the mechanical execution of the idea, and it shows the kind of results which can be expected by or from any good printer who uses Warren's Standard Printing Papers.

Warren's Paper Buyer's Guide is a pictorial plea for closer teamwork between the printer and the buyer of printing. It is an artistic presentation for better printing which has its origin in better papers. It is conclusive evidence to convince all that any type of practical printing



Printing Papers

can be successfully done on one of the dozen grades of Warren's Standard Printing Papers.

This interesting book may be seen at any of the public libraries of the larger cities and at the offices of any paper merchant who sells the Warren Standards.

It contains practical examples of the printing art shown on these Warren Standard Printing Papers:

- Warren's Cameo Plate Coated Book
- Warren's Lustro Superfine Coated Book
- Warren's Warrentown Coated Book
- Warren's Cumberland Coated Book
- Warren's Silkote Dullo Enamel
- Warren's Printone
- Warren's Library Text
- Warren's Olde Style
- Warren's Cumberland Super Book
- Warren's Cumberland Machine Book
- Warren's Cameo Cover
- Warren's Cameo Plate Post Card
- Warren's Artogravure

S. D. WARREN COMPANY
Boston, Mass.

BETTER PAPER - - - BETTER PRINTING

1,058,500 Lines

The Daily News, in the first six months of 1919, printed 226,899 "help wanted" ads and 1,058,500 lines of "help wanted" advertising. This was a gain of 223,980 lines over the corresponding six months of 1918.

In 1918, The Daily News did not publish its 1,058,500th line of "help wanted" advertising until August 19.

In 1917, this mark was not reached until Sept. 21.

In 1916, it was not reached until Oct. 27.

The combined total of both 1914 and 1915 was only 1,008,262, less than the figure for the first six months of 1919.

The Daily News publishes more "help wanted" advertising (by measurement) than any other Chicago newspaper, daily or Sunday; and more individual "help wanted" advertisements (by count) than all the other Chicago newspapers combined, daily and Sunday. The figures from January 1, 1919, down to and including June 30, 1919, are:

	Agate Lines of "Help Wanted"	Individual "Help Wanted" Advertisements
The Daily News.....	1,058,500	226,899
The Daily Tribune.....	907,523	110,668
The Sunday Tribune.....	462,932	54,071
Daily Herald and Examiner	196,768	20,549
Sunday Herald and Examiner	90,577	8,608
Excess in lines of The Daily News over the next "help wanted" medium.....	150,977	
Excess in ads of The Daily News over all the other papers combined.....		33,003

Statistics by the Advertising Record Co., an independent Audit Bureau.

THE CHICAGO DAILY NEWS

First in "Help Wanted"

Most of the "help wanted" ads in The Daily News are for skilled and high grade help

"Selling" Prosperity by Advertising Has Proved Its Worth

FOR months the United States Government urged all business men to realize that they "sell" prosperity to the country by big, bold advertising. It urged everybody to advertise heavily; if they were already advertising, to increase their expenditures and broaden their publicity campaign; and if they were not advertising, to begin an aggressive campaign.

Never was better business advice given, never was it more fully accepted, and never was there a greater demonstration of the wisdom of such advice. Business men everywhere commenced to advertise more freely and on broader lines. Many men who had never done much advertising saw a new light and began to advertise, while old-time advertisers made larger appropriations and gave greater heed to the almost limitless power of publicity.

The result is everywhere in evidence. The confidence displayed by heavy advertising begat confidence. The optimism of advertisers created optimism, and the pessimists slunk back into their holes and pulled the holes in after them—permanently buried face downward, as is the just desert of every man who becomes a pessimist in America.

Many men at first did not see just how advertising could help their individual business; nevertheless they, too, being broad of vision and patriotic in spirit, began to advertise, following the Government's advice, and soon they felt a pride in being numbered among the business leaders who were doing their part toward bringing prosperity to the country and thus helping to destroy the seeds of Bolshevism, which fructify in poverty soils and which die in soils where prosperity is flourishing.

Largely as an outcome of this splendid work, vigorously con-

ducted by the Secretary of Labor and to whom great credit is due, every one now realizes that the country has taken the right road at the forks, and instead of traveling toward the land of poverty and anarchy, is headed straight on the road to the land of abounding national prosperity, and this glorious change is largely due to the power of advertising, which created an air of optimism, and as a nation thinketh in its heart, so it is.

The nation is now thinking in terms of publicity-created prosperity, and it realizes as never before that advertising is the great power which has saved us from stagnation and unemployment, and that advertising—big, broad and intelligent advertising—will keep the nation traveling safely on the road of prosperity.

Advertising is, therefore, as so strongly presented by the Federal Government, a work of patriotism as well as of enlightened selfish business interest.—*Manufacturers' Record*.

V. H. Polachek Publisher of New York "Sun"

Victor H. Polachek, who recently resigned as publisher of the *New York American*, has been made publisher of *The Sun* and the *Evening Sun*, of New York City. For twenty-one years Mr. Polachek was connected with the Hearst organization, both in the editorial and business departments of the Hearst newspapers. For several years he was associated in the general management of the Hearst publications.

Post Office Clerks Advertise in Chicago

The Chicago Postoffice Clerks Union ran a three-column display advertisement in the Chicago daily newspapers recently, headed "An Open Letter to President Wilson." The "letter" declared the situation in the Chicago post-office to be truly alarming because of wholesale resignations being imminent.

To Represent "Wisconsin State Journal"

Cone, Lorenzen & Woodman have been appointed Eastern and Western advertising representatives of the *Madison, Wisconsin State Journal*, which newspaper was purchased on July 1 by the Lee Syndicate.

More Cows and Less Copy

An Occasional Bossy on the Track Stimulates Active Consciousness

By an Agency Copy Writer

THE first time I saw the much discussed Liquid Veneer cow advertisement I said to myself: "That's a rotten ad."

The next time I ran across it I looked at it thoughtfully for a minute and remarked to myself: "That advertisement is going to sell Liquid Veneer!"

I was, therefore, greatly interested to read Lloyd Mansfield's article, "The Liquid Veneer Cow Brings Home the Bacon," in the June 5th issue of PRINTERS' INK, and find that my second prediction was correct; that the cow advertisements have increased the Liquid Veneer business "far more in the last eight months than any advertising we have done in recent years has increased it in one year."

I know why most advertising men thought it poor advertising, for I felt that way myself the first time I saw it. In fact, I registered a distinct prejudice against it. It wasn't straight-away advertising of a type we advertising men are used to preparing. It ran off the track and piled up a wreck of preconceived ideas and thoughts about both Liquid Veneer and advertising that blocked our smooth-running train of thought for a time. It got in our way and we didn't like it to be stopped by a cow; so we said, in a mighty chorus (as Gerald Stanley Lee would say), "That's a rotten ad." Mr. Mansfield says we did, and I believe him, for every single advertising man I talked with about it when it first came out felt the same as I did when I first saw it.

It was not until my mind had time enough to clear away the ideas that I began to appreciate

things, mentally. We fairly leap at ideas of what products are or do, often from a slogan or a picture or a headline or a chance remark of some friend. The ideas may be wrong, but once they are registered on the film of the mind, they are liable to "set." Henceforth, when we see an advertisement of the product we are very prone to excuse ourselves from paying any attention to it because we already know all about that product—that is, we think we do. And our minds can ride smoothly and thoughtlessly past it just as the commuter rides every morning past homes and farms and stations, and even whole towns, without even noticing them.

But let a cow get on the track and bring his train up with a bump, and you have Mr. Commuter's attention. He looks out, and begins to take notice of where he is and what stopped him.

WHAT THE LIQUID VENEER COW DID

Well, that is literally what happened in the case of the Liquid Veneer advertising—a cow got on the track and people climbed out of the coaches of their mental train of thought to see what it was all about, and what the cow meant by getting on the track, anyway. And they evidently found out that for a long time they had been running past something worth while, so they started to buy Liquid Veneer!

I'm not a bit surprised that they did. It was inevitable. I think this prize cow has been one of the greatest lessons in advertising that the advertising profession has had for years. My only reason

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grooves that lengthen and gradually form nice ruts or tracks for people's minds to run along, quite smoothly, thank you. No jolts or jars; just gentle gestures and fine phrases and smooth sentences.

Probably there aren't more than three or four fundamental principles to advertising, and it seems very odd that so many of us should so completely overlook one of the most important ones—that relating to *sensation*. I mean sensation in its academic sense, not the yellow-journal brand.

There may be, and undoubtedly are, businesses or products that require a uniform type of copy and illustration and general treatment, but I am convinced that there are more that are quietly going off to sleep just because their advertising is consistently "following a style." Nothing ever gets on the track to stop people as their eyes ride past. Why! it was a surprise to me to discover the other day how quickly I could go through the advertising section

of a magazine and feel satisfied that I had taken everything in. Page after page I would pass, mentally slipping by advertisement after advertisement, recognizing it, registering it instantly as something I know all I need to know about—though I'm sure I don't—and passing on without even dipping into the copy for even half a sentence!

Try it yourself, if you don't believe in cows in advertising. It is very educating. If you are suddenly stopped on your trip you'll probably find that the advertisement that stopped you is either that of a new advertiser, or else one who has put some sort of a derailing switch in his advertisement to throw you off the track.

I take it that the right way to advertise is to keep people *actively* conscious of your product or your business, and this cow advertisement has brought home to me with great force the fact that mere repetition is not suffi-

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Printers' Ink List of Nationally Advertised Slogans

Fourth Instalment of Fifty Well-Known Trade Phrases

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Printing Papers

How Much Do I Know About Printing?

A QUESTION every buyer of printing might ask himself is, "How much do I know about printing?" Now printing is too big a subject for anyone to know all about it. Even the most experienced printer learns something every day about his trade. And everyone connected with printing can be benefited by studying Warren's Paper Buyer's Guide. To some this book means more than to others. For the more a man knows about printing, the keener he appreciates the value of this book.

Warren's Paper Buyer's Guide is the common ground upon which buyers of printing and printers can meet to discuss and plot a job. It furnishes the source from which the idea springs; it points out the limitations and possibilities in the mechanical execution of the idea, and it shows the kind of results which can be expected by or from any good printer who uses Warren's Standard Printing Papers.

Warren's Paper Buyer's Guide is a pictorial plea for closer teamwork between the printer and the buyer of printing. It is an artistic presentation for better printing which has its origin in better papers. It is conclusive evidence to convince all that any type of practical printing



Printing Papers

can be successfully done on one of the dozen grades of Warren's Standard Printing Papers.

This interesting book may be seen at any of the public libraries of the larger cities and at the offices of any paper merchant who sells the Warren Standards.

It contains practical examples of the printing art shown on these Warren Standard Printing Papers:

- Warren's Cameo Plate Coated Book
- Warren's Lustro Superfine Coated Book
- Warren's Warrentown Coated Book
- Warren's Cumberland Coated Book
- Warren's Silkote Dullo Enamel
- Warren's Printone
- Warren's Library Text
- Warren's Olde Style
- Warren's Cumberland Super Book
- Warren's Cumberland Machine Book
- Warren's Cameo Cover
- Warren's Cameo Plate Post Card
- Warren's Artogravure

S. D. WARREN COMPANY
Boston, Mass.

BETTER PAPER - - - BETTER PRINTING

1,058,500 Lines

The Daily News, in the first six months of 1919, printed 226,899 "help wanted" ads and 1,058,500 lines of "help wanted" advertising. This was a gain of 223,980 lines over the corresponding six months of 1918.

In 1918, The Daily News did not publish its 1,058,500th line of "help wanted" advertising until August 19.

In 1917, this mark was not reached until Sept. 21.

In 1916, it was not reached until Oct. 27.

The combined total of both 1914 and 1915 was only 1,008,262, less than the figure for the first six months of 1919.

The Daily News publishes more "help wanted" advertising (by measurement) than any other Chicago newspaper, daily or Sunday; and more individual "help wanted" advertisements (by count) than all the other Chicago newspapers combined, daily and Sunday. The figures from January 1, 1919, down to and including June 30, 1919, are:

	Agate Lines of "Help Wanted"	Individual "Help Wanted" Advertisements
The Daily News.....	1,058,500	226,899
The Daily Tribune.....	907,523	110,668
The Sunday Tribune.....	462,932	54,071
Daily Herald and Examiner	196,768	20,549
Sunday Herald and Examiner	90,577	8,608
Excess in lines of The Daily News over the next "help wanted" medium.....	150,977	
Excess in ads of The, Daily News over all the other papers combined.....		33,003

Statistics by the Advertising Record Co., an independent Audit Bureau.

THE CHICAGO DAILY NEWS

First in "Help Wanted"

Most of the "help wanted" ads in The Daily News are for skilled and high grade help

"Selling" Prosperity by Advertising Has Proved Its Worth

FOR months the United States Government urged all business men to realize that they "sell" prosperity to the country by big, bold advertising. It urged everybody to advertise heavily; if they were already advertising, to increase their expenditures and broaden their publicity campaign; and if they were not advertising, to begin an aggressive campaign.

Never was better business advice given, never was it more fully accepted, and never was there a greater demonstration of the wisdom of such advice. Business men everywhere commenced to advertise more freely and on broader lines. Many men who had never done much advertising saw a new light and began to advertise, while old-time advertisers made larger appropriations and gave greater heed to the almost limitless power of publicity.

The result is everywhere in evidence. The confidence displayed by heavy advertising begat confidence. The optimism of advertisers created optimism, and the pessimists slunk back into their holes and pulled the holes in after them—permanently buried face downward, as is the just desert of every man who becomes a pessimist in America.

Many men at first did not see just how advertising could help their individual business; nevertheless they, too, being broad of vision and patriotic in spirit, began to advertise, following the Government's advice, and soon they felt a pride in being numbered among the business leaders who were doing their part toward bringing prosperity to the country and thus helping to destroy the seeds of Bolshevism, which fructify in poverty soils and which die in soils where prosperity is flourishing.

Largely as an outcome of this splendid work, vigorously con-

ducted by the Secretary of Labor and to whom great credit is due, every one now realizes that the country has taken the right road at the forks, and instead of traveling toward the land of poverty and anarchy, is headed straight on the road to the land of abounding national prosperity, and this glorious change is largely due to the power of advertising, which created an air of optimism, and as a nation thinketh in its heart, so it is.

The nation is now thinking in terms of publicity-created prosperity, and it realizes as never before that advertising is the great power which has saved us from stagnation and unemployment, and that advertising—big, broad and intelligent advertising—will keep the nation traveling safely on the road of prosperity.

Advertising is, therefore, as so strongly presented by the Federal Government, a work of patriotism as well as of enlightened selfish business interest.—*Manufacturers' Record*.

V. H. Polacheck Publisher of New York "Sun"

Victor H. Polacheck, who recently resigned as publisher of the New York *American*, has been made publisher of *The Sun* and the *Evening Sun*, of New York City. For twenty-one years Mr. Polacheck was connected with the Hearst organization, both in the editorial and business departments of the Hearst newspapers. For several years he was associated in the general management of the Hearst publications.

Post Office Clerks Advertise in Chicago

The Chicago Postoffice Clerks Union ran a three-column display advertisement in the Chicago daily newspapers recently, headed "An Open Letter to President Wilson." The "letter" declared the situation in the Chicago post-office to be truly alarming because of wholesale resignations being imminent.

To Represent "Wisconsin State Journal"

Cone, Lorenzen & Woodman have been appointed Eastern and Western advertising representatives of the Madison, Wisconsin *State Journal*, which newspaper was purchased on July 1 by the Lee Syndicate.

More Cows and Less Copy

An Occasional Bossy on the Track Stimulates Active Consciousness

By an Agency Copy Writer

THE first time I saw the much discussed Liquid Veneer cow advertisement I said to myself: "That's a rotten ad."

The next time I ran across it I looked at it thoughtfully for a minute and remarked to myself: "That advertisement is going to sell Liquid Veneer!"

I was, therefore, greatly interested to read Lloyd Mansfield's article, "The Liquid Veneer Cow Brings Home the Bacon," in the June 5th issue of PRINTERS' INK, and find that my second prediction was correct; that the cow advertisements have increased the Liquid Veneer business "far more in the last eight months than any advertising we have done in recent years has increased it in one year."

I know why most advertising men thought it poor advertising, for I felt that way myself the first time I saw it. In fact, I registered a distinct prejudice against it. It wasn't straight-away advertising of a type we advertising men are used to preparing. It ran off the track and piled up a wreck of preconceived ideas and thoughts about both Liquid Veneer and advertising that blocked our smooth-running train of thought for a time. It got in our way and we didn't like it to be stopped by a cow; so we said, in a mighty chorus (as Gerald Stanley Lee would say), "That's a rotten ad." Mr. Mansfield says we did, and I believe him, for every single advertising man I talked with about it when it first came out felt the same as I did when I first saw it.

It was not until my mind had time enough to clear away the wreck of preconceived advertising ideas that I began to appreciate the sales importance of wrecking my own and the general public's smug ideas about Liquid Veneer.

For I believe we're all alike; we have a habit of jumping at

things, mentally. We fairly leap at ideas of what products are or do, often from a slogan or a picture or a headline or a chance remark of some friend. The ideas may be wrong, but once they are registered on the film of the mind, they are liable to "set." Henceforth, when we see an advertisement of the product we are very prone to excuse ourselves from paying any attention to it because we already know all about that product—that is, we think we do. And our minds can ride smoothly and thoughtlessly past it just as the commuter rides every morning past homes and farms and stations, and even whole towns, without even noticing them.

But let a cow get on the track and bring his train up with a bump, and you have Mr. Commuter's attention. He looks out, and begins to take notice of where he is and what stopped him.

WHAT THE LIQUID VENEER COW DID

Well, that is literally what happened in the case of the Liquid Veneer advertising—a cow got on the track and people climbed out of the coaches of their mental train of thought to see what it was all about, and what the cow meant by getting on the track, anyway. And they evidently found out that for a long time they had been running past something worth while, so they started to buy Liquid Veneer!

I'm not a bit surprised that they did. It was inevitable. I think this prize cow has been one of the greatest lessons in advertising that the advertising profession has had for years. My only reason for writing this article is to do my little bit toward driving home that lesson.

I for one want to see more cows and less copy of the usual type. As a copy writer I realize that all too often advertising gets into

grooves that lengthen and gradually form nice ruts or tracks for people's minds to run along, quite smoothly, thank you. No jolts or jars; just gentle gestures and fine phrases and smooth sentences.

Probably there aren't more than three or four fundamental principles to advertising, and it seems very odd that so many of us should so completely overlook one of the most important ones—that relating to *sensation*. I mean sensation in its academic sense, not the yellow-journal brand.

There may be, and undoubtedly are, businesses or products that require a uniform type of copy and illustration and general treatment, but I am convinced that there are more that are quietly going off to sleep just because their advertising is consistently "following a style." Nothing ever gets on the track to stop people as their eyes ride past. Why! it was a surprise to me to discover the other day how quickly I could go through the advertising section

of a magazine and feel satisfied that I had taken everything in. Page after page I would pass, mentally slipping by advertisement after advertisement, recognizing it, registering it instantly as something I know all I need to know about—though I'm sure I don't—and passing on without even dipping into the copy for even half a sentence!

Try it yourself, if you don't believe in cows in advertising. It is very educating. If you are suddenly stopped on your trip you'll probably find that the advertisement that stopped you is either that of a new advertiser, or else one who has put some sort of a derailing switch in his advertisement to throw you off the track.

I take it that the right way to advertise is to keep people *actively* conscious of your product or your business, and this cow advertisement has brought home to me with great force the fact that mere repetition is not suffi-

The
George L. Dyer Company
42 Broadway
New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

cient to accomplish that; repetition of itself creates only *passive* consciousness.

Take the advertising of Lily Cups, as already described in an article in PRINTERS' INK several weeks ago. There is an advertiser who seems to appreciate the importance of sensation. He comes out with a checker-board style of copy consisting of alternating black and white squares, each square containing a single letter of a word, black letters in the white squares and white letters in the black. The words themselves are all of four letters, or else are abbreviated to four letters, such as:

AFTR
JULY
FRST
LILY
CUPS

And just about the time everybody gets used to these checker-board advertisements in the newspapers, they disappear and people receive a fresh Lily Cup sensation upon opening their papers to find a line-cut picture of the boss surrounded by his office force, the illustration being a quaint wood-cut style of drawing, with some such admonition as, "Be a Regular Boss—Give 'Em Lily Cups."

Furthermore, when the public gets used to these joshing wood-cut ads, something different is forthcoming at once.

Just the law of sensation worked out practically in advertising paper drinking cups, but in New York at least Lily Cups are *the thing!*

LESSONS DERIVED FROM THIS KIND OF COPY

I would not go so far as to say that I would like to see all advertisers jump around in their advertising as this business is doing, but I certainly think the Lily Cup advertising and the Liquid Veneer advertising can teach all of us a great deal.

I firmly believe that if we were really to absorb the philosophy of cow-on-the-track advertising and use it in modified form (modified but not entirely denatured), we

could do away with half of our copy. There would be less straining to accomplish results with mere words, strung out and out and out in a desperate effort to make them convince, when many times they haven't the ghost of a chance because the whole advertisement is promptly classified by a very large percentage of readers, because they recognize what it is about in half a glance and unconsciously assure themselves that they know all about it. Let me say here, parenthetically, that this is no argument against long copy. To my mind there is no such thing as "too long" copy if it is well written and there is some sort of a cow to lead the reader into it.

As for the natural question many a reader may ask, "What kind of cows would you use?" I wouldn't attempt to say. It depends upon the business and the product. But I do know this, that if I were an advertiser I would see to it that cows were put on the track of my advertising every little while. Not that I would always do stunts like the Lily Cup or the Liquid Veneer people are doing, but I would do something to stop people from passing my advertisements as thoughtlessly as I find that I pass advertisements of products or businesses that I am in any way familiar with. This does not mean that the Big Selling Point, the Main Idea, the Keynote, or whatever you happen to call it, must be abandoned. Correctly used, the cow would help to drive home that point.

Finally, let me say that I would be pretty careful not to overwork the same cow. If the commuter's train were to be held up every morning by the same cow on the track at the same place, the cow-stop would soon fit in as part of the schedule and it would cease to stimulate active consciousness. And active consciousness is what I, as an advertiser, should like to buy with my advertising money.

Raymond A. Babcock has resigned as director of new business and research for the Quality Group Magazines, of New York, to become advertising manager of *Asia*, also of that city.



Individuality

To many it conveys a message of good cheer.

To many it stands for pure enjoyment.

To many it is agreeably stimulating.

To many its saneness is refreshing.

To many its aims and policy make an inspiring appeal.

To ALL it is a magazine of practical helpfulness.

**The People's Home Journal
NEW YORK**

For 34 Years the Magazine for Every Member of the Family

F R E Y

Pictorial advertising is not a matter of art alone—else all good artists would be good advertising men. It is a matter of business first, and the intelligent *direction* of art afterward. Art can be made to say *anything*. Any good artist can make it talk *art*. Frey makes it talk *business*.



CHARLES DANIEL
FREY COMPANY
Advertising Illustrations

104 MICHIGAN AVENUE · SOUTH
CHICAGO

Buy a Can of Whalemeat!

New Campaign Seeks to Popularize the Animal That Made Jonah Famous

By Harold C. Lowrey

JUST why the highly nutritious, boneless and palatable whalemeat has not been exploited as a wholesome food long before this late date is difficult to ascertain. Perhaps the old yarn about Jonah's joy-ride has something to do with it, or maybe the many stories about whales as a source of whale-oil and whale-bone has spread abroad a mistaken idea about the anatomy of this mammal of the sea. At any rate, the demand for whalemeat as an article of food has been almost nil up to this time, but this condition is rapidly undergoing a change.

The excessive cost of the commonly known meats and fishes since 1914 and the recent famine cry have resulted in the appearance of canned whalemeat on the Canadian and American markets. The Consolidated Whaling Corporation, Limited, Toronto, have recently launched a campaign to educate the public to this new and wholesome food.

This attempt to popularize as a common food the flesh of such a well-known animal as the whale has developed the fact that the public have a very erroneous conception of what sort of a creature a whale really is. Practically everybody has the idea it is a "fish." It is not. It is an animal that cannot live under water. It must come to the surface to breathe. The young calves can swim when born, but, like their mothers, must rise to the surface to breathe. These facts, together with the information that whales live only in the cleanest parts of the ocean and feed upon such clean food as shrimps, etc., has quickly converted people to a trial of this new food.

The fact that whalemeat is without gristle, bone or fat makes it possible to prepare a pound tin of whalesteak to retail at twenty cents. The economy of paying twenty cents per pound for a full

pound of solid, palatable and highly nutritious meat is a selling point that is bringing a very satisfactory volume of business and promises to swamp the producers with orders. The supply of whales is diminishing and their haunts are ever changing as they move about to escape annihilation or to seek new feeding-grounds. It must be remembered that whalesteak does not come from the same kind of whales as does the best whale oil.

Marketing a product of this nature is of necessity a precarious venture because of the uncertainties and difficulties of getting whalemeat, yet as a by-product of whaling it becomes a revenue-producer that tends to tide over the lean periods of the oil and bone branches of the business.

The retailers are frankly in support of it, welcoming it as something "which is cheaper"—a bright spot in the daily clamor against rising prices. The distribution at present is limited to a few centres mainly because of the lack of adequate supplies and the desire of the Canadian Whaling Corporation to secure efficient marketing in a lesser number of places. Toronto has now been fully covered and re-orders are coming in satisfactorily. Provincial distribution will soon be well in hand, making possible the building up into fulness the present scattered distribution in the other parts of the country.

CHIEFLY CONCERNED WITH HOME MARKET

There is also a good demand for export, but the attention of the producers is chiefly concerned with the domestic market. It is to this field that their publicity efforts are directed. One of the features of the campaign is the "discovery" that in promoting a substitute (perhaps it would be fairer to say competitor) for a

staple article of food, it is exceedingly difficult to rush the public into concerted buying. This has been the experience of the tea people. They found it hard to win the public away from bulk tea. Big-space advertising failed, whereas small space running continuously succeeded. The Canadian Whaling Corporation are finding similar experiences. The first big-space advertisements did their work, but they did not obtain the same instant response that follows an appeal to vanity or fickle fancies.

The policy of the advertising has been changed to one of having a smaller advertisement appear continuously in preferred position. The continual reminding of the people that whalemeat is wholesome, highly nutritious and sells for twenty cents per pound, just at the time when the daily supplies are being purchased, is considered to be more effective promotion than smashing advertisements which seek to tell the whole story in a few insertions.

Bruggemann Returns from Service

First Lieutenant L. G. Bruggemann, former manager of the specialty department of Valentine & Company, New York, has returned after two years' service in France. Lieutenant Bruggemann first volunteered in the French army and went through two major operations with them. He was later transferred to the American army and was in five of the big drives in charge of a section of the Motor Transport Division.

Saml. Frommer Joins McCaskey

Samuel Frommer, formerly in charge of advertising for the United States Fidelity & Guaranty Company, with headquarters in Baltimore, has become advertising and sales promotion manager of the McCaskey Register Company, Alliance, Ohio.

Oscar Rosier Establishes Agency

The Oscar Rosier Advertising Agency has been organized in Philadelphia by Oscar Rosier. He was formerly advertising manager of Hillman's and of the Hub in Chicago and of Blauner's in Philadelphia.

New Incorporation to Share Profits

The growing tendency of employers to share profits with their employees or to give them an opportunity to buy shares in the business is illustrated by the incorporation of Beals, McCarthy & Rogers, the oldest continuous partnership in Buffalo, which has perfected arrangements to allow the department heads and principal employees to acquire an interest in the company.

The incorporation papers fix the capital stock at \$1,000,000 and give the corporate name as Beals, McCarthy & Rogers, Inc., the title assumed two years ago, when the name was changed from Beals & Co., as it had been known for 26 years.

The firm was organized in 1826 by Samuel F. Pratt and Edward P. Beals, under the name of Pratt & Co. It occupied modest quarters at 220 Main Street. From that beginning the firm's growth has continued until it is one of the largest iron, steel and hardware supply houses in the country.

To Promote Industrial Good Will

With a view to promoting more cordial feeling between employers and employees, a commission of forty large employers is in process of formation under the leadership of Harold F. McCormick, president of the International Harvester Company, and Harold Swift, vice-president of Swift & Co.

The idea originated with John J. Mitchell, a banker, as the result of a conversation with Mayor Ole Hansen, of Seattle. During his visit in Chicago Mayor Hansen expressed the opinion that the indifference of employers in the Northwest to the conditions in which lumbermen lived had given opportunity for radicals to promote trouble.

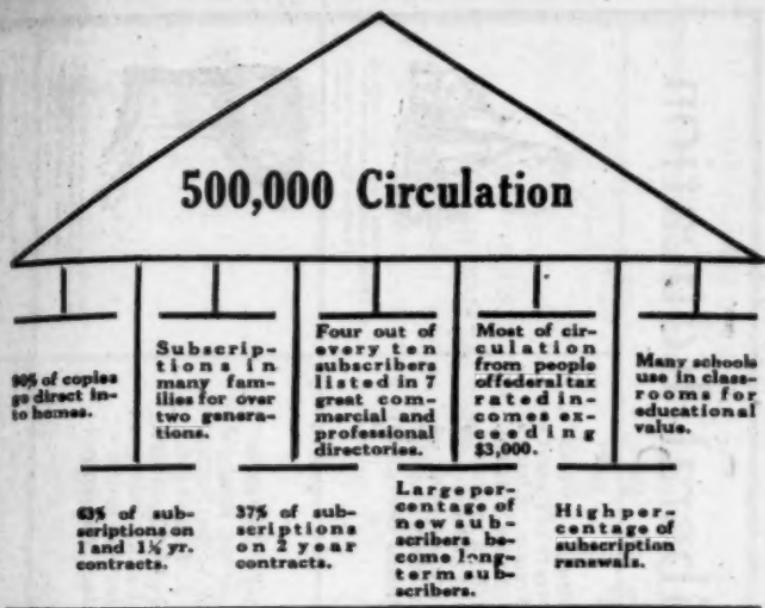
"The idea is to form a community service organization which will afford entertainments, lectures and generally improve conditions and display a spirit of sympathy and helpfulness," Mr. Mitchell said.

Buffalo Ad Men Make Changes

Clarence L. Davis, service manager; Don Wheeler, art director and Rowlan Davis, production manager, of the E. P. Remington Agency of Buffalo, N. Y., have resigned to join the Buffalo office of Barton, Durstine & Osborn, Inc., New York.

New Sales Manager of Baker-Vawter

Harry I. Gillogly will assume the sales management of Baker-Vawter Company, Benton Harbor, Mich., August 1. This promotion has come after sixteen years of service in various capacities.



The Kind of People That Read Leslie's

A HALF-MILLION Americans pay five dollars a year to read **LESLIE'S WEEKLY**.

They are not content to buy a copy occasionally. They are the substantial and appreciative kind of readers who take long-term subscriptions.

*Reading **LESLIE'S** every week has become a habit in a half-million intelligent American families, which would safely average four readers to the family.*

Most of **LESLIE'S** 500,000 circulation comes from among the 666,000 whose (federal income tax) incomes exceed \$3,000.

LESLIE'S is the type of pub-

lication for this type of people. It is sold at a price commensurate with the distinctive service rendered to its readers.

People of intelligence and high standing are not easy to reach; but it is such people that **LESLIE'S** has on its subscription lists.

***LESLIE'S** pays its subscription salesmen extra commission for subscriptions from bankers, business executives and professional men.*

*Four out of every ten of the subscribers to **LESLIE'S** are listed in the seven great national business and professional directories.*

The result is a circulation of unusual strength, intelligence and buying power.

Leslie's

Illustrated Weekly Newspaper

T. K. McILROY, ADVERTISING MANAGER
225 Fifth Avenue, New York

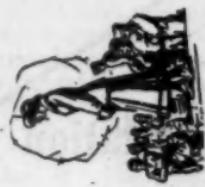
P. F. BUCKLEY, WESTERN MANAGER
Marquette Building, Chicago

Hearst's Magazine—a Liberal Education



"I'd hazard to venture a guess, being, with all the press-work I've done, I know better than most what's what."
—*From LIBERTY NEVER LOVES TO APPROVE*

WHAT do you want in a magazine? *Articles?* G. K. Chesterton is the opening feature of Hearst's for August. Then comes Senator J. J. France. Charles Edward Russell follows on his friend, André Tardieu. Elsie Janis tells of meeting General Pershing in France. K. C. B. inquires "How Shall I Entertain My Chauffeur?" Senator King presents an authoritative opinion on Mexico. Arthur Goodrich tells about "Your Regular Army Officer" and Maurice Maeterlinck, the great Belgian, writes of "Wasted Beauties."



"...and General Pershing... will you ever give us?"
—*From LIBERTY NEVER LOVES TO APPROVE*

—*Page 46, Aug. 1915.*



"The author of 'The Poor Housewife of the Americas' writes a stirring short story for Hearst's. That's me!"
—*A SKETCH WRITER FOR HEARST'S MAGAZINE*

—*Page 46, Aug. 1915.*

WHAT do you want in a magazine? *Short stories?* Then buy Hearst's for August: Seven splendid stories,—by Ibáñez, the great Spaniard, by Arthur Somers Roche, by Richard Washburn Child, F. J. Anderson, P. A. Kummer, Bruno Leising and Robert W. Chambers. *Do you want novels?* Three of more "best-sellers" always in Hearst's. For Fiction—short stories and serials—compare Hearst's with any two magazines you know!

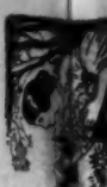


"The author of 'The Poor Housewife of the Americas' writes a stirring short story for Hearst's. That's me!"
—*A SKETCH WRITER FOR HEARST'S MAGAZINE*

—*Page 46, Aug. 1915.*



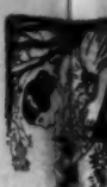
"Davy likes the running changes in 'Hearst's Magazine'. He's a regular reader of it, too. Davy, Christopher and Frank are the boys who are the best of the bunch. They're all good fellows." —*From LIBERTY NEVER LOVES TO APPROVE*



"The author of 'The Poor Housewife of the Americas' writes a stirring short story for Hearst's. That's me!"
—*A SKETCH WRITER FOR HEARST'S MAGAZINE*

—*Page 46, Aug. 1915.*

WHAT do you want in your favorite magazine? *Something more than stories and articles?* Then You won't want to overlook Hearst's for August. *Sketches* from a campaign, a tour of Europe, scenes of life in the Orient, *Sketches* from the Month, "The Mirror," by Adela Morgan. Or, the *Book of the Month*, a glance at "The Undying Fire," H. G. Wells' modern book of Job. *Or*, the *Art of the Month*, a critical sketch by Gardner Teall.



"The author of 'The Poor Housewife of the Americas' writes a stirring short story for Hearst's. That's me!"
—*A SKETCH WRITER FOR HEARST'S MAGAZINE*

—*Page 46, Aug. 1915.*



Wont want to overlook Hearst's for August. Song
of the month, "The Play of the Month," "A Little Journey
to the Moon," "The Mirror," by Angela Morgan. Or, the
Book of the Month, a glance at "The Undying Fire," H. G.
Wells' modern book of Jon. Or, the Art of the Month,
a critical sketch by Gardner Teall.

From the library of the proprietors of "The Magazine Back"
and "The Magazine Box,"
a monthly series of
INSTRUCTIVE ARTICLES, by ALFRED HADLEY
—Price 10c per copy. Order Now!



The object of Hearst's is to entertain and enlighten.

Through all its entertainment, however, runs a certain serious purpose—a definite mission. And that mission is to discuss, elucidate and solve—so far as is possible—the vital questions of family and public life that people everywhere are themselves considering and discussing.



With the last set of "Hearst's" you will receive
a series of six
POSTCARDS
bearing
the
titles
of
the
month,
"The
Play
of
the
Month,"
"A
Little
Journey
to
the
Moon,"
"The
Mirror,"
by
Angela
Morgan.
Or,
the
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at
"The
Undying
Fire,"
H. G.
Wells'
modern
book
of
Jon.
Or,
the
Art
of
the
Month,
a
critical
sketch
by
Gardner
Teall.

Hearst's

A Magazine with a Mission

Many readers report that their copy of Hearst's is sold out completely a day or two after the magazine arrives. Only as many copies are printed as are ordered in advance.

To avoid disappointment in getting your copy each month, you are advised to buy your Hearst's at once and to have a regular reservation for all future numbers.

This month's full-page advertisement of Hearst's Magazine—showing the general style of circulation-getting publicity used each month in from 50 to 100 leading newspapers.



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY
Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis	Minneapolis	Milwaukee	Buffalo
St. Paul	Philadelphia	Cincinnati	



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How Advertising Is Filling the Prohibition Sales Gap

National Dairy Council Campaign to Popularize Milk at John Barleycorn's Successor

By G. A. Nichols

MRS. COW, successor to John Barleycorn! This is one of the avowed objects of a country-wide advertising campaign about to be launched by the National Dairy Council.

For some months various business elements have been revising their advertising and selling and even their manufacturing plans to meet the emergencies or opportunities created by the coming of prohibition. The brewers, distillers and others catering to the bar trade have been busying themselves in trying to find substitute products which they could manufacture or sell and thus stay in business. For these prohibition has brought an emergency that had to be met. Others have seen in prohibition a worth-while opportunity for expansion that would not have come otherwise. As a result unusual publicity appeals such as the one planned by the National Dairy Council are being made and will grow in number.

M. D. Munn, president of the Council, is responsible for the idea. Mr. Munn is a lawyer by profession, but he knows a lot about cows. He used to milk them when a boy on the farm back in New England. After he had made out of his law business all the money he needed for the rest of his natural life, Mr. Munn went back to farming—this time because he wanted to and not because he had to. He got to raising blooded dairy cattle. Then he began grinding out some ideas for the advancement of dairy interests in general. All this worked around in time to put him at the head of the National Dairy Council.

Mr. Munn saw in the coming of prohibition a smashing big opportunity to make the milk bottle

popular in place of the whiskey bottle and the beer bottle. Inasmuch as he did the thinking on the thing, why not let him tell it?

"Have you ever been in that little place in the Rookery Building just across from the Board of Trade?" Mr. Munn asked me. "Well, I suppose that has been the most popular lunch place for Board of Trade men in Chicago. It seemed as if almost everybody in the grain-pits would drop over there some time during the day for a glass of beer and a sandwich or two."

"Naturally enough the owner of that little saloon made money. I don't know whether he is making so much, now that beer no longer can be sold. But I do know that he *can* make more."

"He could turn his place into a dairy bar. He could sell milk products that would taste better, be better and pay better than beer. In time—and not a very long time, at that—they would be more popular than beer."

"Oh, you needn't try to be polite. Laugh right out loud if you want to. What kind of products could he sell? Say, did you ever have a glass of buttermilk and charged water? Fill the glass about two-thirds full of buttermilk, shoot enough water into it to fill the glass and you have a delicious, foamy, satisfying, healthful beverage that has beer backed clear off the boards."

"Then he could sell cottage-cheese sandwiches, sweet-cream sandwiches and more than two dozen milk drinks."

"When we got this idea we knew we were in for a great amount of educational work. The saloon man could not be expected to take our word for it that he could make more money selling milk

than booze. We are going to try to teach him two things.

"The first thing is that he has been doing business heretofore on an artificial basis. Nobody who knows me would accuse me of being a crank prohibitionist. But I say it for a fact, just the same, that the saloon man's business heretofore has been based pretty much upon the weaknesses and vices of humanity. He has to turn about face in this particular. Of course, no man is going to stand up to a bar and make a hog out of himself drinking glasses of buttermilk or sweet-milk products without number as he would beer or something else. It would be a lot more sensible, but he won't do it. But more men would come—more than enough to make up the deficiency. The dairy bar could be a real business founded upon solid business principles and conducted the same way.

"The second thing we are going to attempt to teach the saloon man is the great number of ways in which milk can be utilized for drinking purposes. We have been giving earnest thought to this for a long time. And I may as well admit while I am about it that an inquiry we received from a New Hampshire saloon man is responsible for much of the development of this idea. He wanted to know some new ways in which he could utilize milk to serve his patrons. We experimented and found quite a number.

"I am anticipating our publicity campaign by mentioning them now, but what better start could be made than by giving the story to PRINTERS' INK?"

Mr. Munn is quite sure no great difficulty will be encountered in educating the business man and the laboring man as well into the use of milk combinations for beverage purposes. The publicity work will point out that the business man, especially, is learning that a glass of buttermilk does him more good than a glass of beer. He has been learning it for some time.

"Don't you think, Mr. Munn, that the saloonkeeper, after all,

possesses a big business asset in his understanding of men and his ability to cater to them in the way they like? For one thing, the average saloon is clean, which many a restaurant and soda-fountain is not. The waiters in the saloon are courteous, efficient and also clean. A man approaching a bar for a drink does not have to go through a lot of foolishness, such as buying a check from the cashier. He is treated as a man likes to be treated. The service in the saloon and the saloon restaurant is built on an intimate knowledge of what pleases men. Isn't it a fact, therefore, that the saloon man is in a strong position so far as selling something to men is concerned?"

"Exactly," replied Mr. Munn. "This is the reason we maintain that the saloon man with his equipment and his expert knowledge of catering to men is the logical person to run the dairy bar. And I believe most emphatically that we can make him see his opportunity and cause him to rise to it. He just has to change his viewpoint a little, that's all."

The entire campaign is being planned on the basis that the dairy industry is not sold to the public and not even sold to those engaged in it.

The need of encouraging the farmer to produce more milk is shown by the fact that, while the country's population increased two per cent during 1918, the number of dairy cows increased only about one-half of one per cent. The superior profits to be gained from wheat are thought to be partly responsible. In the State of New York alone 800,000 acres of pasture land have been plowed for wheat during the last two or three years. This, of course, means fewer dairy cows in that State.

The Council is going to advertise to the farmer the idea of dairy cows supplying him a steady income. He will even be appealed to on the basis of idealism.

"This industry of the dairy cow," the farmer will be told, "is more than a business. It is an obligation which imposes almost

sacred duties on those engaged in it. This is so because child growth depends on the milk of the dairy cow and its products. We cannot have efficient men and women without milk."

Another branch of the advertising will be directed to selling the consuming public on the reasons for the increased price of milk. The National Dairy Council has nothing whatever to do with prices. But it has studied the conditions surrounding the production and sale of milk and has decided that the present prices are justifiable. In the advertising special attention will be given to correcting the attitude of public officials, various women's organizations and consumers in general, who have a hostile attitude toward any advance in price regardless of cost.

"Clubwomen," Mr. Munn says, "often threaten to boycott milk and its products as a means of reducing prices. Of course, they have the very best of intentions in the world, but we are going to attempt to show them that such action is only sure further to decrease production and make prices still higher, to say nothing of the impairment of child growth and health caused by the lack of milk. Such action by the women is mostly due to lack of knowledge, and for this lack of knowledge those engaged in the dairy industry are mostly to blame. We are going to try to correct this."

"The appeal to the public which will be carried on in national mediums will be designed to increase consumption of dairy products. Emphasis will be placed upon the fact that there is no substitute for milk and its products, and that milk, butter, cheese and ice-cream are protective foods, indispensable to growth and health."

The extensive press publicity will be supplemented by platform demonstrations, educational work with and through civic organizations and schools. The Council will try to promote experimental work in the schools designed to show the beneficial results of milk as a food.

The farmer will be advertised

to liberally, both in a direct way and through the farm press. The Council will try to encourage and develop production by better feeding and breeding of the dairy cows. Farmers will be supplied with helpful information pertaining to the carrying on of the industry.

No limit as yet has been set to the advertising appeal. It will be as widespread as the support of the dairy interests of the country justifies. To make this support large and enthusiastic an active effort now is being carried on to increase the membership of the national and local dairy councils.

Mr. Munn is enthusiastic over what can be accomplished and sees a great improvement in the council's opportunity in this direction, now that prohibition is an accomplished fact.

"I am sure," said he, "that not only the dairy business but the business of the entire country is going to prosper under prohibition as never before. Just consider our own case, for instance. If we can turn any number of the saloons in this country into dairy bars—and I know we can—what a perfectly tremendous thing it is going to be in the way of increasing the farmer's business, helping business in general through using rooms that otherwise would be vacated through the closing of the thousands of saloons and the increasing of the people's efficiency as a result of using this healthful food."

F. G. Ball, manager of the mail-order department of Albert Pick & Co., Chicago hotel and institutional outfitters, tells PRINTERS' INK that the number of the likely to be vacated rooms referred to by Mr. Munn is approximately 100,000. These buildings and rooms have been mostly occupied as buffets, stores where bottled goods are sold and hotel bars.

"We have been thinking about this thing for three or four years," said Mr. Ball, "because we knew that most, if not all, the country sooner or later would be dry. Our first investigations were in

behalf of the hotels. We naturally tried to be as optimistic as possible, but could not see the thing through to a point that would justify us in telling the hotel man that he could make just as much money without his bar as he would with it. But we decided he could very well utilize other things in place of the bar and absorb much of the loss. But now numerous hotels in dry towns readily admit their profits are larger under prohibition than they were before. This may not work out everywhere. Probably it won't. But the experience of these hotels proves beyond all argument that the problem is by no means an impossible one.

"One of the leading substitutes for the bar under this quickly approaching new condition of things is going to be the soda-fountain. This is going to apply in the hotel and also will take the place of many and many a high-grade buffet.

"To predict the general adoption of the very highest grade of soda-fountains in hotels is to assume a rather radical stand. But, for that matter, four or five years ago one would be regarded as uttering almost Bolshevik sentiments—although they wouldn't have been called by that name then—if he had suggested that great hotels would put in popular-priced lunchrooms. But these to-day are in general operation. Indeed, some hotels have gone so far as to drop their standard dining-room service entirely because their patrons objected to the higher prices the hotels were obliged to charge for this service. Some hotels—such top-notchers as the Statler houses, for example—are even putting in cafeterias. Who would have thought a short time ago that one could go to a Statler or other first-rate hotel and carry a tray past a serving-counter and act as his own waiter? This shows how rapidly things move these days.

"The soda-fountain is getting a hold in hotels. Soon it will be universal. The consequent growth in the soda-fountain industry and

in all things having to do with it is going to be great indeed.

"The soda fountain proposition is due for some surprisingly rapid developments. In a year from now you will see in some of the larger cities soda parlors equipped on a scale of elegance and luxury that will exceed many high-grade restaurants. These will be especially built and specially equipped. They will be designed to serve any soda fountain refreshment and also cater to the lunch trade. They will be arranged for dancing. In short, they will be recreation centres of refinement that will draw the patronage of the best class of trade. This is the type of amusement enterprise that will under prohibition take the place of the café and cabaret.

"Another adaptation of the soda fountain will be its establishment in billiard parlors. Combinations of this kind will be common in many buildings that now house buffets.

"It does seem incongruous to think of a man dropping into an automatic restaurant or a soda fountain during the afternoon or evening to get a cup of coffee, cocoa or some other innocent refreshment in place of what he formerly got at the bar. But this is exactly what he is going to do. Man is an adaptable animal. He can do anything if he has to, and there is going to be no other way out for him this time."

Energetic advertising efforts are being made by Albert Pick & Co. to put over the ideas outlined by Mr. Ball.

One thing is sure. If the American business man and laboring man insists on refusing to be comforted because he cannot be served at the bar in the good old way, it will be through no lack of advertising effort.

The prohibitionists have been advertising in one way and another for several decades to force prohibition upon Americans.

Now business interests, seeing the profit-getting possibilities in the situation, are advertising to make those same Americans like it.

A Five Billion Dollar Industry Awake

Justly or unjustly, the public for many years has held the opinion that the attitude of the electric railway companies was embodied in the phrase "the public be d—d."

Next came a period, the end of which we are now passing through, in which the public assumed an attitude summed up in the phrase "the railways be d—d."

Now, through the pressure of efficient and sufficient educational publicity, the public is rapidly coming to a clear perception of the fact that the public can no more afford to damn the railways than the railways can afford to damn the public.

We are on the verge of an era in which the public will get the service it needs and wants and the railways are going to get a square deal, and a chance to prosper in a bigger way and on a sounder basis than ever.

There was never a better time than the present in which to advertise for business in this great Five Billion Dollar industry.

The Electric Railway Journal covers all departments of the industry—north, east, south and west. Circulation figures open to all and backed by A. B. C. statements.

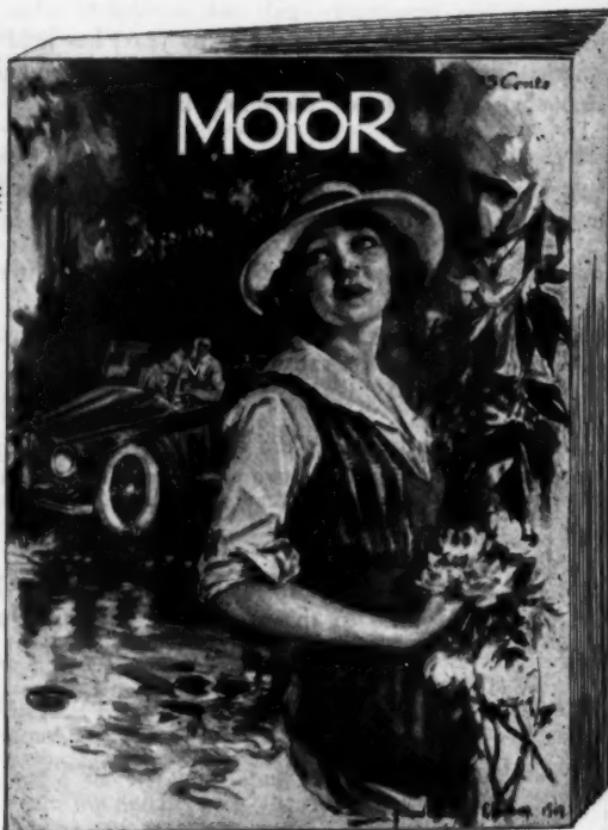
Electric Railway Journal

A McGraw-Hill Publication

*Member Audit Bureau of Circulations
Member Associated Business Papers, Inc.*

Tenth Avenue at 36th Street - - New York

The Liveliest Industry's Leading Magazine—



They all say July was a
corker—now read August

MoToR sells more copies per issue on the newsstands than all other automobile publications combined

Announces a Change in Advertising Rates!

On July 23rd we mailed to all automobile and accessory advertisers and advertising agencies a new rate card covering the cost of space in MoToR—the liveliest industry's leading magazine.

The revised rates become effective with the October number *and will apply to all new and renewal contracts* commencing with that issue and thereafter.

In the past four months MoToR's circulation has increased between 30 and 40 per cent. MoToR to-day reaches many thousands more enthusiastic motorists and intelligent dealers than ever before.

The present condition of the industry, coupled with the greatly improved editorial quality of the magazine, insures for MoToR a continuance of this healthy circulation growth.

Watch MoToR grow!

MOTOR

THE NATIONAL MAGAZINE OF MOTORING

Detroit, Mich.
1408 Kresge Bldg.

119 West 40th St.
New York, N. Y.

Chicago, Ill.
326 W. Madison St.

MoToR sells more copies per issue on the newsstands than all other automobile publications combined

Supremacy Proven Again

Reports of the Advertising Record Company for the first six months of 1919 again show the remarkable leadership of The Farmer in the Northwest. Here are the figures:

**Commercial Advertising in Minnesota Farm Papers
First Six Months of 1919**

	Agate Lines Carried	Gain in Lines over corresponding period 1918
The Farmer . . .	455,830	115,624
Second Minnesota Farm Paper	187,746	48,265
Third Minnesota Farm Paper	152,867	27,116

This convincing evidence of The Farmer's leadership needs no comment.

THE FARMER
A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minnesota

Western Representative:
STANDARD FARM PAPERS, INC.,
1341 Conway Bldg.,
Chicago, Ill.



Member Audit Bureau of Circulations

Eastern Representative:
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave.,
New York, N. Y.

Advertising's Opportunity

Can Help Secure a National Industrial Creed, and Back It Locally

By Roy Dickinson

THE work of America's leading advertisers during the war in connection with the Division of Advertising of the Committee on Public Information proved that the force of paid advertising could win out in fair fight over all the backdoor *sub rosa* propaganda thought out by the cleverest exponents of the old diplomacy in the Central Empires.

The good will of neutral countries worked upon for years by propaganda was won for the Allied cause by modern American sales and advertising methods. The story of this work in Spain, the Scandinavian countries and in every neutral and some enemy countries is important as a matter of history, yet unwritten. In every other activity of the Government advertising served gloriously in ways known to all men, with results which surprised the world. To-day advertising is in the presence of an even greater opportunity to serve.

It has become bromidic to say that the country with the greatest future, the country which will not only win a great share of the world's markets but also help to get the world's civilization back upon the firm foundation necessary to progress, is that country which is first able to work out a fair and equitable arrangement between capital and labor. In working out this consummation so devoutly to be wished, so absolutely necessary for the world's future, almost every trade and individual has a solution.

There are myriad cups from which the weary are asked to imbibe and enter straightway into the promised land of Utopia. It is a very poor meeting of the Clothespin Manufacturers Association or almost any group in any line which does not bring forth some plan proudly exhibited by its author as the long-awaited solu-

tion. Club meetings in every city and town are being addressed weekly by men of all kinds, who exhort them to take action, the kind of action not very often specified. All sorts of agencies, from the banks to the churches, have been told from rostrum and editorial page that they and they alone can step in and save the country in its need. The trouble with most of these suggestions is that there is often no attempt to tie up with fundamentals, and the line of action suggested for co-operation is most indefinite.

Very often the suggestions put forward have no thought of co-operation, but predict and seem to welcome a fight. Among others advertising has come in for its share of suggestions before this humble attempt to point out a few fundamentals, and what appears to the writer to be a definite and workable opportunity to serve.

HEALTHY UNREST, RESULT OF ADVERTISING

Many a speech has been delivered, many an article written on such subjects as "How Advertising Can Stop Labor Unrest," as though unrest could be and should be stopped and that the advertising idea of ceasing to be "unrestful" was all that were necessary. It is at that exact point that the plan here suggested starts to disagree. Nothing has been of greater value to this country in the past than the right kind of discontent and unrest. American discontent has been the kind that spurred the individual onward and upward to higher standards of living. Divine discontent in the past, the great American incentive to true progress, differed from the new, imported Russian discontent which would drag all but a few favored individuals downward. Instead of stopping

the right sort of unrest advertising has always increased it.

"A clean tooth never decays." "Don't be run down at the heels." Year after year advertising has been registering these and similar slogans upon the consciousness of the American people, a very large percentage of whom are wage-workers. We have made men dissatisfied with poor teeth, have made him desire tooth brushes, the care of a dentist, white bathtubs, and the hundreds of advertised articles which make for higher standards of living, but which also presuppose wages high enough to buy things which make life worth while.

In this point then, at the start advertising and the labor movement meet on a common ground—they are both working toward bettering the conditions of living. If we make a man want things hard enough he is going to work to get money enough to buy them. He is going to ask high wages. High wages can go hand in hand with real prosperity if production increases. Production is not profitable without a sufficient demand. Advertising by increasing demand helps cut down the unit cost, and is a connecting link between high wages, prosperity (for eighty per cent of the customers for products are the wage-earners of our own country) and the desire of men for better things—a higher standard of living.

Let us look at the following statement recently issued by a special committee of the Merchants Association in New York City after a careful investigation of the present apparently never-ending race between the increased cost of things and higher wages which leads no one knows whither:

"The inevitable result of inflation is a decrease in the purchasing value of the currency unit.

"Higher wages have not yielded a correspondingly higher real return to labor. The policy of the manufacturer has been to increase the price of his product sufficiently to cover the increased labor cost. Inasmuch as this policy has

been general, the result has been an increase in price of all products and hence an increase in the cost of living, with the further result that workers have demanded additional wage increases to offset the continued increased cost of living. There seems no way to stopping this alternating increase in wages and cost of living, except by increasing efficiency of production or by decreased profit per unit in production, or both. This means that the manufacturer must eventually make his profit through an increased volume of business with less profit per unit of product, and must keep production cost low in the face of rising wages, by more efficient machinery, improved methods of management, and especially by the co-operation and earnest efforts of employees."

MODERN EFFICIENCY: HOW PRODUCED

This report is only one of a large number made by economists in this country and abroad who have been called upon to express an opinion upon the present relations between wages and prices. In the two main heads, namely, increased efficiency of production and decreased profit per unit of production, or greater sales volume to make up for the lower profit on each unit, advertising plays a most important part.

The "efficiency engineer" with his time motions has been supplemented and is being greatly helped by the labor psychologist, economic advisor or personnel manager, in the plant whose most valuable asset is an appreciation of the other man's viewpoint. Humanics have come into business to stay. In the newer science of increased production co-operation is the keynote. Many a profit-sharing and bonus plan in industry, many a scheme to increase production or lower production cost, goes to pieces on the rocks of poor presentation. The executive who would never think of allowing one of his sales force to adopt a patronizing attitude toward his customers often puts a plan into effect with a "Now I'm going to do

something for them, the poor devils" attitude which invariably has the opposite effect for which it was intended and cuts down production through mental resentment. The same faculty which enables the advertising manager's copy to appeal to all kinds and conditions of men gives him the proper perspective on the other man's viewpoint, and to-day in many a plant the advertising manager is working in the closest possible contact with the personnel department. The outside advertising also is being closely tied up with the intra-plant advertising. As an example of this new trend in the advertising manager's work, a recent advertisement in PRINTERS' INK called for a man who would spend 85 per cent of his time in interpreting the firm's purposes and ideals to the men in the plant, and 15 per cent in helping to sell the company's product in the outside market.

Another point in which advertising is already helping in industrial relations is in carrying over to the individual a realization of the part his little piece of work plays in the finished product and in America's industrial progress. A man punching holes in steel discs which move up to him all day long on a never-ending carrier gets very little opportunity for self-expression in his work. During the war the writer was called upon to show this man how that particular steel disc, for example, fitted into the finished machine-gun which his son was using to hustle the enemy out of France, and in many plants this fact presented entirely by advertising methods increased production as much as 26 per cent with the same man-power. Industrial motion pictures showing the disc assembled, and the machine carried overseas up to the front-line trenches, posters, internal house organs, newspapers, magazines and all forms of modern advertising were used, are now being used, and will in the future be used more and more to interpret the job and the ideals of the concern to the individual who invests his muscle in the business.

In cutting down labor turnover, which is estimated to cost the country over two billion dollars a year, advertising methods have been found most effective both in interpreting the job to the man and in selling the quality factors of his work to both the man and his family. The Pierce Arrow Co., the Dayton Engineering Laboratories, the White Company, the American Multigraph Co. are among the firms which have secured remarkable results both in cutting down labor turnover and increasing morale and production by advertising methods.

In the other help to the present economic condition, that of a decreased profit per unit of production, in having the manufacturer make his profit through an increased volume of business, advertising has always been a prime factor. It has been the sound economic argument of every agency man and representative when confronted with the time-worn claim that advertising is added to the price of the finished product.

Advertising has been one of the foremost forces to educate the retailer, also, to the gospel of smaller profits per unit of product and quicker turnover on goods made familiar to the public by advertising to pay a larger aggregate profit on his investment.

NEW TASKS FOR ADVERTISING

In both fundamentals of the present situation, then, advertising plays a most important part. How can it add to its service and focus public attention upon a constructive programme—a definite opportunity for action which members of the advertising business could support?

In the first place, the forthcoming advertising convention, since advertising is so closely tied up in fundamentals with the labor movement and industrial relations, could well be made to serve as a common meeting-ground for constructive capital or better called management and conservative labor. They have more points of agreement than of disagreement and a set of points in agreement

could be worked out. Three of them suggested are:

1. Industry should be so managed as to give wages sufficient for decent American standards of living to both employer and wage-worker. Due consideration should be given to the situation of all persons dependent upon it, including the community.

2. Regularity and continuity of employment should be sought to the fullest extent possible and are responsibilities resting alike upon employers, wage-earners and the public.

3. The right of workers to organize is as clearly recognized as that of any other element or part of the community.

And there are at least eleven more points of agreement to form a real "fourteen points" code of real Americanism in industry.

It is the radicals on both sides who keep the constructive leaders apart and make the work of cooperation difficult.

There are two organizations who represent in their membership a sufficient number of good American citizens on each side to agree upon a code for industrial relations. They are the American Federation of Labor and the United States Chamber of Commerce. The American Federation proved at their Atlantic City convention what has long been known to many progressive manufacturers, that they stood for clean Americanism in their national platform and intended to work for what they believe to be legitimate benefits to labor through evolutionary, not revolutionary, processes. Every radical proposal by men who wanted to tear down was outvoted ten to one.

The fall of the "one-big-union" idea, the smashing repudiation of the Mooney general strike, the defeat of the various moves calculated to make the Seattle plan effective, and bring nearer the Bolshevik millennium greatly depressed the radicals and little groups of serious thinkers along revolutionary lines, but pleased every sincere friend of labor and every man who believes that men

can co-operate for the good of the industries upon which they both, management and labor, depend for a living.

Plans are already under way to secure a common meeting-ground for leaders on both sides for a national platform at this convention.

ADVERTISING'S STAND

Samuel Gompers, president of the American Federation of Labor, has already accepted an invitation to address the Convention of the Associated Advertising Clubs of the World at New Orleans, September 21st to 25th.

On the same programme an employer will speak. It is to be hoped that the president, or high officer of the United States Chamber of Commerce, will be the representative of employers. This organization has shown that it is forward-looking and progressive, and, unlike some of the radically reactionary manufacturers' associations, has made a sincere attempt at co-operation with the aspirations of legitimate labor organizations.

A man representing the consumer might then sum up the platform and suggest it as advertising's stand.

To make the convention platform more than a discussion of how advertising has helped industrial relations, the platform should then be decentralized. In other words, a set of points of agreement should be sent to a list of communities with the suggestion that the Central Labor body in the city and the local Chamber of Commerce get together on these points for the good of the community in which they both live. When men get into the habit of working together in fair weather it is usually found that when foul weather comes they approach the points of difference with much better understanding and spirit.

The Government should and could do nothing for industry which industry cannot do for itself, and the individual community has the greatest possible interest in the industries located there.

Instead of meeting at opposite

Advertising Does Cost Less In Kansas City!

MANY of the leading Kansas City merchants who confine their advertising to The Star are doing business at an advertising cost of $1\frac{1}{2}\%$ of their gross sales. In other cities dealers selling the same classes of merchandise figure on an advertising allowance of $3\frac{1}{2}$ to 4%.

Yes, advertising does cost less in Kansas City—because through *one* medium at *one* advertising cost it is possible to focus the buying attention of every family in Greater Kansas City.

THE KANSAS CITY STAR

Morning
220,000

Evening
220,000

Sunday
220,000

CHICAGO OFFICE
1418 Century Building

NEW YORK OFFICE
2 Rector Street

You Judge the Quality



The
Audit Bureau
Proves the

Quantity

MUNSEY'S

Contributors

LEADING PUBLIC MEN

- ROBERT LANSING,
Secretary of State.
JOSEPHUS DANIELS,
Secretary of the Navy.
A. MITCHELL PALMER,
Attorney General.
FRANKLIN K. Lane,
Secretary of Interior.
SENATOR CURTIS,
of Kansas.
CONGRESSMAN KITCHIN,
Democratic Leader.
G. T. NORRIS,
Federal Farm Loan Comm'r.
F. W. TAUSSIG,
Chairman U. S. Tariff Comm.
GROSVENOR CLARKSON,
Sec. Council National Defense.
HIS Eminence CARDINAL GIBBONS,
Archbishop of Baltimore.
- NEWTON D. BAKER,
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CARTER GLASE,
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A. S. BURELSON,
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SENATOR LODGE,
of Massachusetts.
SENATOR SHIELDS,
of Tennessee.
PHILANDER P. CLAXTON,
Commissioner of Education.
E. N. HUBLEY,
Chairman U. S. Shipping Board.
STEPHEN T. MATHER,
Director National Park Service.
BURWELL S. CUTLER,
Chief Bureau of Commerce.
WALKER D. HINES,
Director General of Railroads.

MILITARY WRITERS

- MAJOR-GENERAL WM. H. CARTER.
MAJOR WILLIAM HARLEY PORTER.

UNIVERSITY

- BRADNER MATTHEWS,
Columbia University.
CARL HOLIDAY,
University of Toledo.

WRITERS

- CAPTAIN CHARLES A. KING, JR.
CAPTAIN CHARLES V. ELSTON.

PROFESSORS

- FREDERIC AUSTIN OGG,
University of Wisconsin.
SENATOR F. M. DAVENPORT,
Hamilton College.

ART, LITERATURE AND DRAMA

- DAVID BELASCO,
CLAYTON HAMILTON
MATTHEW WHITE, JR.

- THOMAS H. INCE,
RICHARD LEGALLIENNE
EDGAR SALTBUR.

MEDICAL WRITERS

- DR. L. K. HIRSBERG,

- DR. HERREWOLD CARRINGTON

JOURNALISTS

- D. T. CURTIN,
WILLIS J. ABOTT.

- JOHN R. SPEARE,
JUDSON C. WELLIVER.

LEADING FICTION WRITERS

- ARNOLD BENNETT,
LOUIS JOSEPH VANCE,
C. N. & A. M. WILLIAMSON,
GEORGE AGNEW CHAMBERLAIN,

- WILLIAM SLAVENS MCNUTT,
ACHMED ABDULLAH,
CHARLES NEVILLE BUCK,
BEN AMES WILLIAMS.

PROMINENT ARTISTS

- A. I. KELLER,
VERNON HOWE BAILEY,
WILL FOSTER,
J. SCOTT WILLIAMS.

- C. N. SARKA,
GEORGE WRIGHT,
LEONE BRACKER,
GEORGE BREHM.

MUNSEY'S MAGAZINE

ends of town in secret, the local labor body and Chamber of Commerce could meet for co-operation by having representatives of each body attend the meetings of the other.

The writer has helped in this plan in a certain Pennsylvania city and watched it work for the benefit of the community, as will be described in a later issue of PRINTERS' INK.

So many people in a community think only casually and in a prejudiced fashion on industrial matters that local representatives of organizations containing over three million workers and eight thousand manufacturers tend to lead public opinion along middle-of-the-road lines, away from both the radicals and reactionaries.

In the case of the Pennsylvania town mentioned, the labor body purchased advertising space in the local daily to tell labor's story and bring its views out in the open for the information of the community.

On a plan of local co-operation growing out of a national meeting organized advertising could and would help.

ENDORSED BY A. A. C. OF W.

Asked his opinion on the plan, Llewellyn Pratt, vice-president of the Associated Advertising Clubs of the World and in charge of the programme arrangements at New Orleans, said:

"In the crystallizing of public sentiment along progressive lines in the nation or the community organized advertising will be of powerful assistance. In the voluntary saving of food by the American public during the war, and in every other Government activity or need where public opinion was important, advertising served in this way. In this new opportunity it can do equally effective work."

In every city the advertising clubs, in connection with the local press, could act as the representatives of the community and help to crystallize public opinion, putting it squarely back of the plan.

This will mean that local adver-

tising clubs will have a fight on their hands with both the extreme radicals and the extreme conservatives, the men who want to destroy society and the men who are autocrats in private business. A labor page of paid advertising or a page of advertising in every city paid for by the local labor body and the Chamber of Commerce jointly is well within the realms of possibility. In applying a national platform to a community and a community platform to a local industry many changes would have to be made, but it is true that to secure beforehand the approval of a group representing labor, management and the community in advance would be of great assistance to every manufacturer who was contemplating a bonus, wage dividend, profit-sharing or representation plan in his own factory.

It is to be hoped that at New Orleans a start can be made and that it can be followed up by helpful co-operative action.

Advertising came into its own by its war service—to-day another great opportunity lies before it. To maintain a true balance between the human and economic sides of the present problem, to increase both the extent and the quality of national production without a decrease in American standards of living, to help men express themselves more fully in their tasks and to interpret work so that it becomes and is a worthy part of a man's life for his own good, his community's good and the true prosperity of his country. These are truly tasks worthy of the best efforts of the best men and businesses in the world.

Will American advertising rise to its opportunity?

L. W. Ernst Makes Change

L. W. Ernst has been appointed advertising manager of the Atlas Educational Film Company, Chicago. He formerly was with the Smith Form Truck Company of that city.

H. C. Stiles, former New England sales manager of the Indiana Motor Truck Co., has received an appointment as sales manager for the Kalamazoo Motors Corporation.

(No. 8—Save this Series)

Ask Tim Thrift—he knows!

"Hope of the Hills"

**5 Reel Universal Motion Picture Made for
Amer. Multigraph Sales Co. Opened at Savoy
Theatre—34th and Broadway, N. Y., July 15**

Achievement alone appeals to America's men of achievement.

The best way to judge the value to you of Universal Industrial Motion Pictures is by what I have achieved for others.

My P. I. pages are brief records of the development of the most powerful medium in the world for the presentation of ideas—A Universal Motion Picture.

Read what New York's daily papers, theatrical and trade press, say of "Hope of the Hills"—one of four pictures I have made for the American Multigraph.

Motion Picture World—

"The subject is unusually interesting and unique in character."

Motion Picture News—

"Screened in a manner that cannot help but touch the heart of those who witness the picture."

New York Tribune—

"'Hope of the Hills,' is a sidelight on life as far removed from the intricacies of civilization as the hintermost tribes of Zululand. The motive of the film is good."

Morning Telegraph—

"'Hope of the Hills' is one of the most unique educational features ever released—one of the most interesting and novel releases in months."

New York Sun—

"One of the most interesting educational releases of recent months."

Billboard—

"The film is entertaining—every foot of it—and is as unusual as it is entertaining."

New York Times—

"It is generally agreed that one of the best ways to kill bad pictures is to boost good ones. The National Committee for better films and National Board of Review act on this principle in their monthly bulletin." Among the "good" pictures listed in the Bulletin are "Hope of the Hills" and "Heads Win," both produced by Universal Industrial.

Beyond All Doubt You Are Going to Use Motion Pictures Some Day Some Way

To overlook their power is as great a waste as to run all the machinery in your plant at top speed with no material going through.

If you do not know how you can use pictures, I can tell you. They may solve the very problem that is bothering you now. Three distributing outlets:

**Universal Guaranteed Theatre Circulation
Bureau of Commercial Economics
Universal Industrial Circuit**

A word from you will bring full information.



UNIVERSAL FILM MANUFACTURING COMPANY

Carl Laemmle, President

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

Offices: 1600 Broadway —————— New York

September is the "Hop-Off" Month Who Travel by the COMFORT Route

COMFORT, the magazine without a peer for reaching American farm families, has just closed the largest August issue of its third-of-a-century experience—largest in number of pages and in amount of advertising patronage. It showed an increase of **112%** over the August 1918 issue.

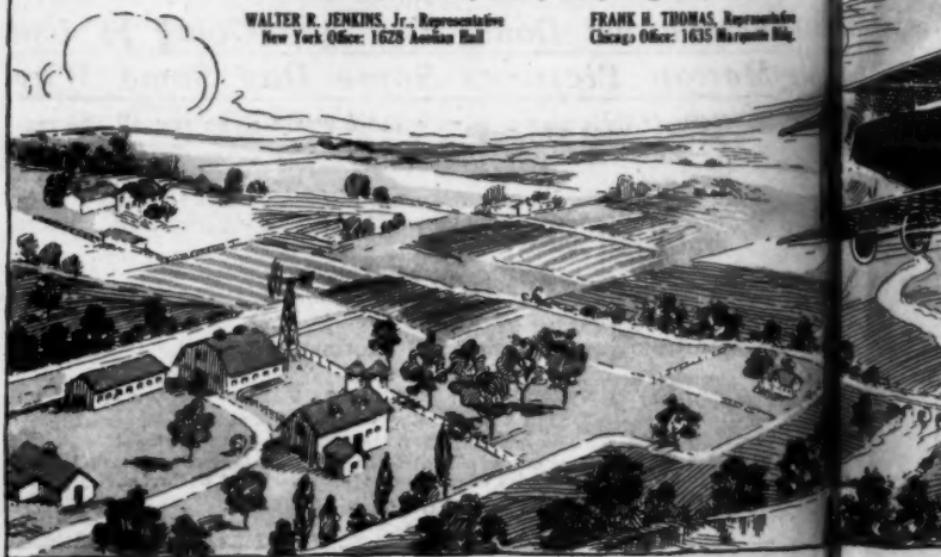
The August advertising was just a preliminary spin for the mail-order advertisers. September is the real "**Hop-Off**" Month for those who want their share of the greatest reading cash harvest the world has ever known.

We make this September issue the kind that fits in with the plans of advertisers. It is the **Home Outfitting Number** and full of articles written by experts and calculated to move all kinds of goods from factories to subscribers' homes.

W. H. GANNETT, Pub., Inc., Augusta, Maine

WALTER R. JENKINS, Jr., Representative
New York Office: 1625 Avenue of the Americas

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Building



For Mail-Order Advertisers For Route to the Land of Rich Harvests

If you plan to "hop off" with the rest of America's shrewdest advertisers in the magazine that produces the most dollars, you will want to send your order now. Right today we have 100% more advertising ordered than we carried in September a year ago. When we close we will have the largest volume of business we ever carried in any September issue.

Only a **limited** amount more advertising can possibly be carried in the September issue—as long as the space lasts, first come, first served.





After deciding the general plans for a campaign, a number of advertising agencies habitually turn to Wilfred O. Floing Company for art co-operation.

They look to us to devise, under their supervision, the arrangement of pictures, type, and white space.

We are prepared to offer, and do offer, service in this sphere only.

Our belief that this service is eminently satisfactory is based on the fact that it is constantly sought by more agencies than we can oblige.

WILFRED O. FLOING COMPANY
1316 Garland Building
CHICAGO

Building Up a Private Trade-Mark File

Two Ways of Doing It, Each of Which Has Its Advantages

THE national advertiser who recently inquired of PRINTERS' INK where a list of registered trade-marks could be secured was presumably inspired in his inquiry by a need that is shared by many interests in the business world and that seemingly may be served only by a private trade-mark file. Persons who are cognizant of the growing importance of trade-marks and the whole subject of the protection of good will, confidently predict that the day is not far distant when a private trade-mark file, arranged to meet the advertiser's specific individual needs, will be an adjunct of commercial research departments and advertising departments that assemble "reference" resources.

A private trade-mark file, it need scarcely be explained, may vary considerably in scope, according to individual or corporate need and ambition, but fundamentally it consists of an indexed and dated collection of trade-marks, trade names, brands, labels, etc., in use at one time or another by the advertiser or (what is even more important) by his competitors or former competitors in the field. Such a file is usually worth all it costs as an insurance against duplication and litigation. Purely in a constructive sense, however, it has several valuable functions.

For one thing, a comprehensive trade-mark file covering broadly an advertiser's particular field of operations is the ideal mirror of "trade custom" in the commercial sphere covered. Close approximation of what constitutes trade custom in his line may become, at short notice, of considerable importance to an advertiser. He may, on the one hand, desire to conform in the physical aspects of his labeling and dress of the goods to the best traditions of his

trade or, on the other hand, he may, with a commendable determination for originality, studiously seek to avoid prevailing practice. In either event, the trade-mark file will supply the signposts of what to conform to or what to dodge.

Among manufacturers who have inaugurated private trade-mark files, in exposition of what they have done and what the other fellows have done in wrapping and identifying goods, there has been some divergence of practice in the selection of the material filed. In some instances the file maker has collected his "exhibits" in any form in which they have been available—in the guise of actual labels, newspaper and periodical clippings and any other form of reproduction that indicates the names and designs in use. In other instances, files of trademarks for private reference purposes have, in the interest of convenience and uniformity of file units made use exclusively of the photo-lithographic copies of trademark drawings which are obtainable from the U. S. Patent Office at a price of five cents each.

A FILE OF ORIGINAL LABELS, ETC., HAS ITS ADVANTAGES

The fact that any desired number of Patent Office reproductions may be had at the nominal price is an incentive to the use of this medium where it is desired to file a given design in several different envelopes or folders in order to obviate the necessity for cross-indexing and unnecessary labor in consultation. However, specialists who have given the most thought to the subject are almost unanimous in the belief that, even if the Patent Office publications are relied upon in the main, they should be supplemented in so far as possible by the labels that are

actually current in trade. The reason for this advice is found in the circumstance that very often the size, the form and especially the color scheme in which a trade-mark design is reproduced will be of importance to the person consulting a trade-mark file and full information on this score is, of course, obtainable, only from first-hand evidence.

On the other hand, the official copies from Washington of the statements and declarations of trade-mark registrants together with reproductions of the drawings are well nigh indispensable in one respect for the manufacturer seeking evidence of precisely what his competitors have done in trade-marking. These copies reveal on what subject matter a trade-mark registrant has been granted protection at the U. S. Patent Office. In not a few instances printed forms show the inscription, "Trade - Mark Reg. U. S. Pat. Off.", in connection with words some of which have been "disclaimed" or appended to designs only certain features of which have been given trade-mark standing. Used as a check, if for nothing more, the Patent Office copies will supply evidence of what is covered by registration in each instance.

Not the least of the services performed by a fairly complete trade-mark file is that of assistance in answering for an advertiser the question of what constitutes goods of the same "descriptive character." The precise limits of merchandise groupings or classification, as followed by the U. S. Patent Office, is liable to prove of the utmost importance to any advertiser and especially to one who is expanding his line. Study of the data in a trade-mark file will usually enable, on the part of an advertiser, a formation of pretty accurate opinion whether a given new or added product can be accounted within the class where existing registration covers the case or whether it is likely to fall under another classification involving separate registration.

Stockings for the Chinese

There is an excellent opportunity in China for American hosiery merchants. In 1917 there were imported into China 2,774,345 dozen pairs of hose, of which 299,402 dozen were re-exported abroad, making the net import of hosiery into China 2,474,943 dozen, valued at \$2,750,000, United States currency. The increase in the quantity imported in 1917 over 1916 was 500,000 dozen. Japan controls the hosiery market in China, having more than doubled the quantity of these exports in the past few years. Imports of hosiery from Japan in 1915 were 776,879 dozen; 1916, 1,359,533 dozen; 1917, 1,675,608 dozen.

The most popular makes of socks in Nanking are of cotton, very coarse, and much heavier, as a rule, than the American cotton socks. Two very popular makes are manufactured in China, one at Shanghai, where there are numerous cotton mills, the other at Chin-kiang, in the Nanking consular district. Chinese have much smaller feet, as a rule, than American or Europeans, and this should be borne in mind by American hosiery dealers who desire to enter the Chinese market. It is important that American manufacturers or hosiery merchants who expect to enter this market should register the trademarks of their socks with the Chinese Government through the American consulate general, Shanghai. A trade-mark and trade name for hosiery are of great importance in China. A simple name such as the "Flower" or the "Black Dragon" brand should be chosen.—From United States Commerce Report.

Makes Aeroplane Selling Trip

What is probably the first aeroplane selling trip was started recently by Milton M. Mayer, of Mayer Brothers, Chicago, manufacturers of boys' and young men's clothing. The trip was considered unusual in that actual sales were made from samples carried in the 'plane.

It is Mr. Mayer's opinion that such trips will become more frequent in the near future. "Railway conditions often prevent a traveling man from making more than one town a day," said he. "With an aeroplane and the route laid down we can make as many towns in two days as will ordinarily take us a week."

"The carrying capacity of the machine is sufficient to convey the same samples that are used ordinarily. The cost in proportion to the amount of time saved is so little more that it would not surprise me if many other firms were to undertake something of a similar nature."

"Shoe Findings" Moves to Boston

Shoe Findings, for many years published in Chicago has moved to Boston. M. L. Christian, former editor, has been succeeded by Willard C. Hatch, and Mark M. Hall is now advertising manager.

"Our Bank Has Been Robbed— Come On In and Deposit"

San Diego Bank Capitalizes the News Value of a Daring Holdup

IT begins to look as though the doctors and lawyers would be eventually, about the only people who will throw up their hands and cry, "ethics forbid," when the subject of advertising is mentioned.

In the old days, the banker used to regard any kind of advertising, except the mere statement of his resources and his board of directors, as something unethical, to be shunned, and stayed away from.

Among the financial houses, however, Halsey, Stewart & Company, as reported in PRINTERS' INK recently, have started some real human-interest copy, showing people what is behind the bond which they paid their hard-earned money for beside the pretty certificate. Retail banks in all parts of the country, also, have in the past few years been coming more and more to an understanding that a real service frankly told about in the public press brought far better results than the old-fashioned, stand-offish, "I-dare-you-to-come-in," type of advertising.

From the standpoint of the man on the street, the great service which can be rendered by a bank to its customers has never been fully appreciated. Checking accounts were seldom encouraged by the big bankers unless they were for large amounts, and the man on the street came to think of the bank as something more or less as a rich man's institution. Lately, bankers in all parts of the country have awakened to a realization of the fact that human interest bank advertising pays.

And now comes a bank out in San Diego, California, with courage enough to be sensational in its copy, in order to win the attention, good-will and co-opera-

tion of the customers whose function it is to serve. Bank robberies are much rarer in the Far West than they seem to be at the present time in the East. But even peaceful San Diego suffered a bank robbery not so long ago. Early in June, some robbers advanced upon a bank, stood the employees and officials up against the wall in regular movie style, and took everything they wanted, including watches and other personal jewelry belonging to several depositors who happened to browse in during the hold-up.

Here was a thing that frightened people about banks and robbers. Yet, J. W. Donohue, Vice-President of the Security Commercial & Savings Bank of San Diego, realized the news value of the hold-up and its importance in interesting the public in the subject of banks. He is apparently one of these bankers who believes in coming out from behind his glassed-in corral with nothing but the towering front of his high roll top desk for protection from the vulgar gaze of his customers and meeting his people face to face, and telling them the story.

THE PSYCHOLOGICAL MOMENT

One morning, June 15th, a little more than a week after the robbery, Mr. Donohue's bank bought the first edition on the second page of the San Diego papers to advertise both the robbery and themselves. It was a very psychological moment—the point the bank wished to drive home was very timely. The headline, "San Diego Bank rubbers are kin to the former kaiser and his folks," caught and held the eye of everybody in San Diego. The copy was a remarkable combination of interest, news value, information, and yet in perfect

keeping with the dignity of the bank.

Last week's sensational bank robbery in East San Diego lends especial interest to the following letter it said. Then followed a letter from Mr. Donohue to a lady in town:

I am sorry you are distressed about the robbery. It is natural, but really not necessary. Bank robberies are like war—they are evil, but as long as human society includes a lot of morally maimed "lame ducks" we will have to expect war and bank robberies. War is national crookedness, bank robbing is individual crookedness. The nation that raids an inoffensive neighbor suffers from the same kind of disease that infects the chap who raids a bank in broad daylight. Both are after something that doesn't belong to them.

The letter then went on to show that there will probably be bank robberies as long as human beings are as they are, but that it is not necessary to wait for the millennium to protect the money of bank depositors—that co-operation and insurance protect banks against crime—that the depositor loses nothing when a bank is robbed. "Nor does the loss fall upon the stockholder nor upon the bank in any way. The insurance company replaces the stolen money, no matter if the loss is the consequence of hold-up methods, or has come about through the numerous means by which criminals operate." The physical protections in his own bank were then emphasized. And Mr. Donohue ended with this human note: "If you or your friends are interested in the matters I have discussed in this letter, I'll be glad to talk it over any time at the Security Bank on the Northwest corner of Fifth and E Streets."

A HUMAN INTEREST SERIES

The piece of copy described is merely one of a series, all of which insofar as possible have the same element of timeliness and human interest.

Many a bank in the East and Middle West could learn a valuable lesson from the text. The bank has a service to render which not one person in ten is fully acquainted with. When the

bank tries to tell about this service, it very often gets back on its high horse, surrounds itself with dignity, and becomes stilted, formal and uninteresting in style. The service of a bank lends itself to human-interest copy just as much as any other type of legitimate business, and it doesn't necessarily take a hold-up to make the copy newsworthy.

The bank is breaking away from the old idea of too much ethics, which sometimes means not wanting to pay for any advertising they get. The doctors and the lawyers are apt to be getting pretty lonesome before long!

Buys "International Dental Journal"

The Lee S. Smith & Son Manufacturing Company, Pittsburgh, has purchased the Electro Dental Manufacturing Company's interest in the Pan-American Publishing Company, publisher of the *International Dental Journal*, and will henceforth be the publisher of that paper. The magazine will be edited and managed by the staff of *Oral Hygiene*, with offices in Pittsburgh. Miguel Ensenat, for ten years in charge of the S. S. White Dental Manufacturing Company's Spanish and Portuguese advertising, has left that company to join the *International Dental Journal*.

Fred W. Jones Leaves International Harvester

Fred W. Jones, for the past eight years in charge of the copy for farm, trade and newspaper advertising placed by the International Harvester Company of America, at Chicago, has left that organization to become advertising manager of the Holt Manufacturing Company, Peoria, Ill., builder of "Caterpillar" tractors. Mr. Jones will be in charge of a large campaign which this company will have under way shortly.

Stannard in Agency Work

D. S. B. Stannard has resigned his position with the Los Angeles *Evening Express*, where he has been financial editor, to enter the advertising agency field with the Crank, Paris Company, of Los Angeles.

Edison Phonograph Account Placed with Federal

Thomas A. Edison, Inc., Orange, N.J., has placed the advertising of the Edison Phonograph in the hands of the Federal Advertising Agency, of New York.



Oklahoma Wheat moving to elevators Worth \$120,000,000

Oklahoma's record wheat harvest—60,000,000 bushels—is moving to market at a record price which will net Oklahoma farmers \$120,000,000. or more than \$50 for every man, woman and child in the State. An oat crop worth \$46,000,000. is ready to harvest, with corn, cotton, broom-corn, peaches, watermelons, alfalfa and forage crops to follow.

Never has Oklahoma been as prosperous. Never has the market been so ready to absorb advertised merchandise.

There will be no "dull season" in Oklahoma during 1919. Now is the time to reap a harvest of sales from advertising.

The Daily Oklahoman and Oklahoma City Times, read by one family in every five in the State, stand ready to help you.

Ask us for facts about the market for your product. Intelligent information furnished promptly by our Merchandising Department.

The Oklahoman and Times

Oklahoman Building, Oklahoma City

Represented by

E. Katz Special Advertising Agency

New York Chicago Kansas City San Francisco

The King is Dead, Long Live the King!

THE king is dead! The most powerful and influential newspaper ever produced has ceased publication.

The Stars and Stripes, the well-loved paper of our doughboys in France, wound up its business with \$700,000 profit and the most sensational record in the history of publishing.

Its million and a half readers have come home. They have come back to shape America's political and business destiny. They don't regret missing reveille, cootie inspections, or the "top kicker's" voice. But they do miss *The Stars and Stripes*.

These newly created civilians want to know where to get the Liberty Bonds they paid for. They want to know how to continue their government insurance. A thousand vexatious questions come up. *The Stars and Stripes* would tell them, but the king is dead.

The switch from olive drab to blue serge hasn't changed ex-service men mentally. They still love the virile, he-man talk they knew in the army and navy. They never thought they would miss the army atmosphere and the army lingo, but they find they do. They could get the flavor they want in *The Stars and Stripes*, but the king is dead.

LONG LIVE THE KING!

The editors of *The Stars and Stripes* were besieged with requests to continue their work in this country. When it was apparent that this demand was real and universal, the editors decided to go ahead.

When *The Stars and Stripes* first appeared in France it was printed on borrowed paper in an abandoned ruin. The editorial staff knew that such a hand-to-mouth beginning was impossible here.

Learning of this situation, The Butterick Publishing Company gave the project its whole-hearted support.

The editors of *The Stars and Stripes* decided during the war not to continue the name of the A. E. F. weekly, because it was too closely identified with the struggle and sacrifice of the American Army to permit of its being brought into the market-place. Because of its new sphere and wider opportunities the publication will be known as

THE HOME SECTOR

A WEEKLY FOR THE NEW CIVILIAN

CONDUCTED BY THE FORMER EDITORIAL COUNCIL OF
The Stars and Stripes

Every ex-doughboy will appreciate the name, and still more will he appreciate the fact that he can get again the same *Stars and Stripes* flavor and style.

Although handier in size and better typographically, *The Home Sector* will have the same writers, the same artists and cartoonists, and the same spirit of good-natured, sane Americanism that won the army's loyal good-will.

The Home Sector, which will appear weekly the latter part of September, will be hailed as a lost "bunkie" by the army of newly made civilians.

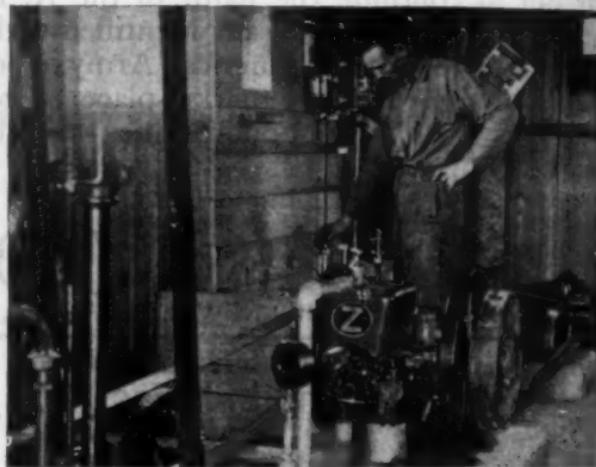
The Home Sector will have an influence and field never paralleled. Its readers represent the best element in America—the coming leaders of the country. Have you a message for this group of *real Americans*?

For information about advertising, address

Butterick—Publisher

BUTTERICK BUILDING

NEW YORK CITY



Three H. P. Engine Operating Both Electric Light and Water Supply Systems

"Better Farm Life through **POWER FARMING**"

(The Slogan of the National Tractor Demonstrations.)

From 32-volt electrical household appliances to \$3500 motor cars and trucks, power farming has brought to the large acreage, aggressive farmer both the inclination and the ability to buy any product which you are selling his city brothers.

Today your market may be opening on 6,000,000 farms. The opening wedge may be through the 42,000 readers of Power Farming. "Better farm life through power farming" may have a peculiar significance for you.

If you want to know whether your product can be sold profitably in the farm field (not necessarily to *all* farmers) won't you give us an opportunity to express an opinion in brief form, founded either on our knowledge or on serious and sincere study of your problem?

THE POWER FARMING PRESS
ST.-JOSEPH, MICHIGAN
MEMBER AUDIT BUREAU CIRCULATIONS

Putting Tact into Letters

Some Instances Where It "Makes" the Business Better

By Frank M. Barber

YOU hear a lot these days of Labor, Investment, Overhead, Production, Costs, Turnover, Distribution, Volume, Selling Expense, and Profit. All are mighty important factors in the problems of the manufacturers of nationally advertised lines. As a matter of fact, pretty much all of these factors have become pressing separate problems, if we may believe what we see, what we hear and what most of us know.

And yet, Turnover, Distribution, Volume, Selling Expense and Profit and the rest are not all—not by a short haul or a long shot. There are other little elements which may raise the dickens with Labor, Production, Costs, Turnover, and Investment, overturn Overhead, do things to Distribution, manhandle Volume, put the Loss into Profit and ball things up generally.

One of the problems of manufacturers is that involved in goods returned by dissatisfied dealers. Here is a case:

One manufacturer whose distribution was country-wide had experienced unusual trouble in appeasing such customers. His volume of "returns" was no greater than that of his competitors, but his dissatisfied customers did not come back. The house made every effort to remedy the situation, and about every executive in the organization took a fling at the letter-writing. Long-winded letters went out, letters supposed to be tactful, diplomatic, coaxing and pulling. Just at this juncture a new advertising manager took hold, and he was told the sorry story. The very first letter he dictated was addressed to one of this dissatisfied customers:

Dear Sir:

You're right. Thos goods ought never to have left the factory. Please send them back at our expense.

We're sorry and we shall try to see that it does not happen again.

Meanwhile, we are sending you new merchandise to replace that which has caused you trouble.

Is there any other way we can help you?

Yours, etc.

The problem was solved. That house thereafter satisfied its dissatisfied customers.

Direction is a splendid thing. Note also the tact of this letter—the "You're right" at the very opening, the "ought never," "at our expense," "we're sorry," "new goods" and the anything-else-we-can-do-for-you spirit—good examples of direction and conciliation. Here is a letter of hardly more than fifty words, owning up that the customer was right, replacing the goods (which was inevitable), a straightforward apology, a promise and a tender of good offices—worth more than reams of explanations, excuses, evasions—high-sounding, unnatural, unhuman.

Mark you, here was a case where the goods-returning dealer was really justified. How would you handle the other kind?

HANDLING AN IRASCIBLE DEALER

I have in mind a shoe retailer who was known by manufacturers and their salesmen as a Tartar, a bad actor. I question if ever a bill of goods reached him to find him satisfied. Several of the big traveling salesmen—the kind who sell goods—refused to call on this dealer. Certain manufacturers threw out the account after several seasons of harassments.

It remained for the sales promotion manager of one of the great shoe manufacturing houses to bring the gentleman to terms. The dealer had ordered heavily in the fall for February delivery. The factory was most painstaking in filling that order, and delivery was complete and on time.

Back came a testy letter announcing that back the shoes

were coming. Demand was made that credit be entered upon the retailer's account.

The sales promotion manager wired the account:

Certainly. Return merchandise immediately, collect. Will credit your account. Writing.

This letter followed:

Here is a credit memorandum covering the full invoice which you found unsatisfactory. This will confirm our telegram which has just gone. I wired because I wanted you to know at once that we are on the job. You have been bothered enough in recent seasons.

If you need the shoes we shall be glad to replace those you are returning, and I'm going to make it my job to see to it that you get them right this time. If this is satisfactory, give me the signal, and I will go ahead.

The dealer O.K.'d the proposition and urged speed in the new shipment.

Now, the manufacturers were morally certain that the shoes were all right and that their return was without justification. In previous experiences the firm had sought to *convince* the irascible retailer, and right there had been the mistake. With him it never could be a matter of debate. He is one of those "I'm-always-right" kind.

The sales promotion manager was psychologist enough to "get it," and did the thing by the use of tact instead of the other thing. On the other hand, it was unthinkable that the dealer should be allowed to "get away with it," if the return of the merchandise was unwarranted. The sales promotion manager brought the goods back to headquarters, had them inspected, found them quite up to standard, repacked them and re-shipped them right back to the unreasonable retailer. Then he waited.

It worked.

Unctuousness superseded cussedness, and reason reigned. The villain had never seen better shoes. He said so, himself. He had never done business with a better house. He said that, too. He said those things and a lot more, and the day finally came when the sales promotion man-

ager felt close enough to that dealer to tell him just what had happened.

It staggered him momentarily, and then he saw straight, thought straight and forever after went straight. Nothing but a mental process proposition, you see. TACT.

Quite as difficult, though not as exasperating, are the over-buying buyer and the over-selling salesman complications. There is the dealer, or his buyer, who is fearful—uniformly afraid that he will "go shy" unless he buys big. He goes the limit and regrets it. So does the manufacturer from whom he buys. If in such a case the merchant is permitted to return the goods he does not need and ought never to have bought, and if he is allowed to do it a few times, the disease becomes chronic with him and acute with the manufacturer. To remedy such a malady requires tact in allopathic doses, homeopathically administered. Here is the way one such case was handled:

THIS DEALER OVER-BOUGHT

For four years a dealer had stocked the goods of the manufacturer. His first order had been sanely bought and the merchandise moved in gratifying fashion. As a matter of fact, a few customers were turned away—only a few. The commodity was a twice-a-year proposition, and when the salesman called for a repeat order he got it and a good deal more than got it. The dealer over-bought sadly and didn't discover it until return was out of the question. He had to take a loss which taught him his lesson, partly.

The next season he was a bit more discriminating, but bought too heavily, knew it, lacked the courage to cancel before the goods were shipped, and found himself overloaded. He did the square thing. He wrote the house, "'fessed up" and asked permission to return the goods. Of course, the manufacturer acquiesced, but fell short. Right there the firm ought to have grasped

the opportunity and driven home the spike. Instead, the goods were accepted, the merchant given credit, and the dealer undoubtedly pulled back his sleeve and laughed blithely into it.

It was very soft. That's the way the retailer felt about it, and he was right. The manufacturer stood it for four years, and then got busy.

Manifestly, having been a willing party to the precedent, the house was on thin ice and a false step might well eventuate in tragedy so far as the particular account was concerned. Manifestly again, Tact was the big idea just then.

The usual excessive order came along. At the factory it was cut in two and shipped. Along, just ahead of the goods, went a letter which read:

You can help us. Here's the story. Your usual good order has come and we appreciate it. We want your approval of our action to-day in shipping immediately one-half the order. When we tell you that factory conditions render this expedient you will be glad, we know, to say "O. K."

If, as the days go by, you see an emergency ahead and need more goods quickly, wire us and we will do the rest.

Be sure to let us know how things are going with you.

The dealer was flattered and he was enthusiastic in his "O.K." letter. Moreover, the emergency call never came. The cut-in-two consignment proved ample.

The succeeding season the salesman purposely omitted to call on the dealer. Instead, he put in a long distance telephone call, begged off from calling, and closed with, "all right, thank you, and I guess I'd better duplicate your last order. That will take care of you until I get to you again."

It did, and the salesman did not get to him again that season, nor did the dealer find it necessary to order more. The two seasons cured him and his name was erased from the "return fiend" list. TACT!

The crises which come as a result of the antics of the over-selling salesman are far more serious. Some salesmen are essentially vicious in their practices of

over-selling an account, either for the commissions in it or for the bonus emoluments, or for their standing on the honor roll or what-not reasons. It is in such cases that tact may be foregone and the meat-axe treatment applied with the over-selling salesman on the operating table, unanesthetized and abandoned.

There are many types of "return" artists, but perhaps the most engaging is the type which is most cagey. For example, take the successful merchant who "ties up" to the salesman of the three best lines in his line. With each of the three salesmen he places an identical order covering his full requirements for the season, and returns two out of the three shipments. This does three things for the dealer and a whole lot of things to the dispositions of two salesmen and two manufacturers.

1st. It assures the dealer of delivery (three manufacturers could not fall down) and gives him his merchandise.

2nd. It gives him a choice of three lots, and there's a lot in that when the goods do not always measure up to sample as, of course, they ought.

3rd. It means that the dealer can't lose.

Now, how in the world are you going to handle such a proposition? Tact, of course, will go a long way. On the whole, however, in a case like this the salesmanship of the salesman is the best bet, and everyone admits that one of the great big assets of a salesman is TACT.

And there you are.

Building Hotel for Girl Employees

The Bradley Knitting Company, Delavan, Wis., has broken ground for the construction of a new building which will house 100 of its girl employees. It is intended to make the completed building one of the finest of its kind in the United States, and \$80,000 has been appropriated for the purpose.

A. N. Bermingham, who had done Red Cross work in France and Italy has joined the window display sales force of the W. O. Woodward Company, of New York.

Advertising Overcomes Neighborhood Opposition to Building Factory

How Objections of Citizens Were Met Frankly by Paid Space

IN these days when advertising is being called upon more and more to clear up misunderstandings between groups of people and to establish a common point of contact, an interesting example of this phase is offered by the Brownstein-Louis Company, of Los Angeles. This company, which makes wearing apparel, found its present quarters insufficient and inadequate and with no possibility of adding to them in the present location. It desired to erect a modern ornamental building outside of what has been generally known as the industrial district of the city up where people have homes and don't welcome factories as neighbors.

Application was accordingly made to the city council for a permit to build, and when some of the property-owners in the district heard of it, they registered strenuous objections. "The air was charged with threats and antagonism." "The reasons for these objections were," as a later advertisement pointed out, "due to the psychology of the word 'factory.' 'Factory' immediately conjures up in the average person's mind visions of belching smoke-stacks, dirty red brick and grimy gray frame buildings, producing a veritable pandemonium of noise, with spur tracks, freight cars and coal piles. Folks become antagonistic before they know what it designated."

When the Brownstein - Louis Company found out there was opposition to its plan, it started to state its case frankly and by taking the public into its confidence on the whole matter win the good will and understanding of the objectors before the factory was put up, and before the product was made in the new plant. Whole-page copy was used in the Los

Angeles papers with a picture of the proposed factory and the caption:

"Doesn't Los Angeles Want This Institution?"

"In order quickly and completely to carry its message to the greatest number of people," said the copy, "it has been decided to use the daily press to show to the people what the coming of this building would really mean."

It was pointed out that the building proposed was more imposing than any of the hotels, that it had more beauty and dignity than any of the public buildings or schools and was more impressive than any of the mercantile houses.

"A Los Angeles firm," it said, "wants to transfer this dream on paper into a real live flesh-and-blood building on a certain piece of property."

The copy then went on to point out the advantages which would accrue to the city if the building were allowed to be put up. The fact that Eastern capital would be brought to the city was mentioned.

The plans for the building, telling about a space along the front side to be parked with lawns, flowers and shrubberies, all to be laid out by competent landscape gardens, the restaurant, recreation rooms, public library, and other features of welfare work which it was proposed to put up on the fifth floor, hospital, nurses, dentists, assembly hall, which might also be used by local civic organizations on occasion free of expense to the district, all these were featured, to prove to the public that the coming of the building would be an asset, not a liability.

"At a distance of fifty feet there would be no noise to disclose the nature of the establishment. We invite everyone to visit our present institution to substantiate this



The Harvest Tells

SALES are the only proof. We believe every sales effort, every bit of constructive energy, should be built consistently on one Dominant Idea. This Dominant Idea is, in effect, the straight line between two points—the manufacturer and the consumer.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."



MUNKIN ADVERTISING COMPANY

CHICAGO •
S. WABASH AVE.

NEW YORK •
501 FIFTH AVE.

CLEVELAND
NEWS LEADER BLDG.

The Investigator

You know what the A. B. C. does.

It pries into the innermost recesses of
a newspaper's anatomy.

It asks most pertinent and imperti-
nent questions.

Re circulation, for instance, and
whether subscriptions

Are paid "on the nail" or later—or
never.

It is only the healthy circulations, the
clear consciences,

That can stand the periodical visits of
Dr. A. B. C.

But these papers in the list below
throw open the doors when

They hear that The Investigator is
in the neighborhood.

And in all ways that win confidence,
respect

And prestige, The Daily Newspapers
of Canada have attained

High standing among their people.

It is in these papers that those who
know Canada

And have selling and merchandising
experience there

Place their copy.

In this way they win not only the trade, goodwill

And custom of those who dwell in cities, but also those

Jobbers, retailers and rural consumers who voluntarily

Subscribe and read closely

The Daily Newspapers of Canada

day by day.

And these people, by the way, comprise virtually two-thirds of all the citizens.

So this Fall see that your goods are placed before Canadians in these papers. To which end communicate for full and detailed information with these papers direct, or through the medium of that Agency fortunate enough to be entrusted with your account.

City	Popu- lation	Paper	City	Popu- lation	Paper
		Herald & Mail			Globe Mail & Empire
Halifax	53,000		Toronto	525,600	
St. John	55,000	Standard Telegraph & Times	Winnipeg	225,000	Free Press Tribune
Montreal	750,000	Gazette	Rogers	26,185	Leader
Quebec	100,000	Standard Telegraph	Saskatoon	21,654	Phoenix
Ottawa	101,705	Le Soleil Citizen Journal	Calgary	56,302	Herald
London	60,000	Dailies Advertiser Press	Edmonton	53,794	Bulletin Journal Province
			Vancouver	120,000	Sun Colonist
			Victoria	45,000	

claim. Our working hours are from 8 to 4:30, with Saturday afternoon half holiday, a total of 44 hours a week. No night work," so said the advertisement.

Four or five paragraphs were used to tell something about the company itself, what its history had been, superiority of the product made, its distribution, its future plans. Historical examples of cities which had opposed entries of railroads and new streets were mentioned, to prove that opposition to progress had always been of disadvantage to a city in the long run. The following paragraph has a rather subtle appeal.

"Los Angeles has outgrown its knee-pants days. It will soon have a million people. It is already a world market. You cannot put a manufacturing institution making fine, delicate products among steel mills, iron foundries, and gas works. This project belongs to the light manufacturing class of the needle-work industry and requires the highest type of environment and skilled operatives of intelligence and fine sensibilities. We ask the complete support and good will of the citizens of this city in our new endeavor."

When America showed the way during the late war to win good will in foreign countries by straight-out paid advertising instead of the old underhanded backdoor methods, when the promoters of a proposed new factory building use the same methods to win against mental antagonism on the part of the public in a city, and to secure their good will before the product has been made, a lesson is offered for many public-service corporations and others to abandon some of the old-line methods and come out into the open. The public usually responds to frankness and appreciates being taken into the confidence of a concern and it is hard to be antagonistic to a man when he tells you his whole story. Many a "big business" could adopt this method with good results for their product and for that invaluable asset, public understanding and good will.

MUSIC AIDS MORALE

Music is proving an incentive to increased production at the plant of the Burroughs Adding Machine Company, Detroit. Once a week, every Wednesday noon, from 12 to 12:30 o'clock, employees join in taking part in a concert in a centrally located room provided for that purpose. The programme is conducted under the direction of the plant musical director, and includes patriotic and other popular songs, the words of which are thrown on a screen. From 1,500 to 2,000 of the employees, both men and women, take part in the programme and enjoy this noon-time diversion from their work.

During the Tuesday and Friday noon hours, the plant band of 30 pieces gives a 30 minute concert and the plant orchestra plays once a week in the cafeteria during lunch time. During another noon hour, moving pictures are presented. These include instructive plant views, travelog and other pictures.

The musical programmes seem to please the employees. The management finds that production has improved during the afternoons after the singing and band concerts. Morale was always helped in the army by music and it seems to be one of the ideas now being adopted by industry.

Buffalo Products to Have Sales Building

A manufacturers' and jobbers' sales building similar to the Bush Terminal Sales Building in New York, will be opened by the Associated Service Corporation, of Buffalo. The sales building will be open about August 1 in charge of C. S. Valentine, formerly manager of the Bush Terminal Sales Company. Mr. Valentine will be vice-president and general manager of the new corporation.

New Accounts Placed with Ferry-Hanly

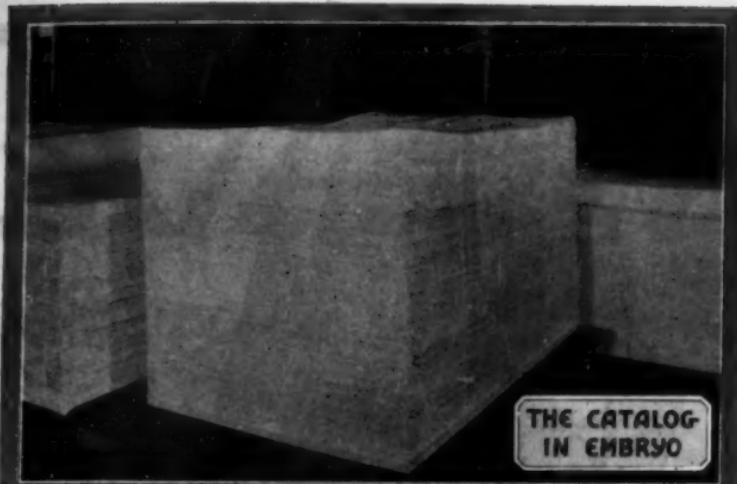
The following accounts have been placed with the New Orleans office of the Ferry-Hanly Advertising Company: Dunbar Dukate Co., canner; American Securities Corporation, and the Dunbar Molasses & Syrup Co.

Leaves Griggs, Cooper & Co.

James I. Haynes, who has been director of advertising for Griggs, Cooper & Co., and the Sanitary Food Manufacturing Company, both of St. Paul, Minn., has resigned to take a similar position with the Sweet Candy Company, Salt Lake City, Utah.

Joins Philip Ritter Co.

Charles V. O'Donnell, for six years advertising manager of *The Messenger of the Sacred Heart* has left that publication to join the Philip Ritter Company, Inc., advertising agency, of New York, as office manager.



"Just a Pile of Paper?"

Yes, but more than that too, for this is Foldwell—and Foldwell is more than "just paper."

Foldwell is the coated stock used for thousands of direct advertising campaigns because it doesn't crack or break when folded with or against the grain.

We guarantee Foldwell to fold without breaking.

For better looking and better wearing printed advertising, specify the genuine, original Foldwell. *There is no substitute.*

Write today for "Paper As a Factor in Modern Merchandising." This interesting booklet sent for the asking.

CHICAGO PAPER CO.
841 South Wells St. CHICAGO, ILL.





*Twice
Beginning*

ON AND AFTER FEBRUARY 1st, 1920, *MacLean's* will be issued **Second** month—being mailed on the date of publication.

This change to more frequent mailing is due to the standing development of MacLean's circulation.

MacLean's circulation of over 1,000,000 reaches every home in Canada—one which is equal to the population on a per capita basis.

The twice-a-month issue will keep our readers informed on subjects of interest and importance to them. The functions of a big national publication are best performed by our readers throughout the country. The interest created by the more than 1,000 advertisers in MacLean's is incomparable.

A net rate can be obtained by mail.

In planning your 1920 campaign, consider the opportunity to sell twice as many copies as you do now—the homes of the people of Canada—Coast to Coast—where MacLean's reaches every home.

A. B. C. Circulation Figures
Furnished by Provinces
and Counties or in
Buying Zones

MACLEAN'S
"CANADA'S NATIONAL MAGAZINE"

rice a Month inning February 1st 1920

ND AFTER FEBRUARY 1st, 1920, MacLEAN'S MAGAZINE
l be issued Semi-Monthly—on the First and Fifteenth of each
month—being mailed to reach readers in all parts of Canada on
of publication.

new frequent issue is a natural step of progress which the out-
development of MacLean's as a national institution seems now to demand.

circulation of over 70,000 each issue gives a large national covering in
which is equal to the circulation of 1,400,000 in the United States, on
basis.

month issue will enable MacLean's to give more timely treatment of
interest and importance—in short, to better than ever perform the
a big national publication. It is a move that will be highly appreciated
ers throughout the entire Dominion; and, because of the keener reader-
ested by the more frequent issue, it is a plan that will be warmly wel-
advertisers.

*A new rate card with full details on closing dates, etc.,
has been mailed to advertisers and agents.*

your 1920 campaigns do not overlook the fact that advertisers will have
ity to call twice a month at more than 70,000 of the best Canadian homes
of the people of leadership and influence in each community from Coast
here MacLean's Magazine is a vital factor, standing first in their esteem.

CLEAN'S
"NATIONAL MAGAZINE"

The MacLean Publishing Co.
Limited
183 University Avenue
Toronto, Canada



Every building material manufacturer needs to cultivate the dealer — the court of last resort.

Here are a few of the wise ones who do:

Truscon Steel Co.
Berger Manufacturing Co.
General Fireproofing Co.
Hydraulic Pressed Steel Co.
Alpha Portland Cement Co.
Lehigh Portland Cement Co.

Ask for a late issue and see the complete list.

The dealer merchants who read **BUILDING SUPPLY NEWS** carry in stock every kind of building material for every type of building.

These dealer-merchants sell to the contractor — they influence the contractor in his selection of building materials.

DEALER

BUILDING SUPPLY NEWS

610 Federal Street - - - Chicago

The dealers are large users of motor trucks and other kinds of labor-saving equipment.

Aeroplane Industry in the First Stage of its Advertising Evolution

Parallels Automobile Advertising Methods of Twenty Years Ago

By E. H. Frank

[EDITORIAL NOTE: The significant thing about this article by Mr. Frank is it shows that aeroplane advertising to-day closely parallels the situation in automobile advertising twenty years ago. When the automobile first came on the market it was used spectacularly not only to advertise itself, but also as a means of advertising all sorts of other products. The aeroplane is now being used in the same manner. Perhaps this is to be expected when some epoch-making article, like the automobile or the aeroplane, that seizes the imagination of the public first comes out. When novelties of this kind survive, they soon become staples and quickly enter the second stage of their merchandising development. When this stage arrives more normal advertising methods are used.]

If there is one sure thing with respect to the aircraft industry it is that during the next five years it will spend a lot of money on advertising.

If there is another certainty, it is that during the same period of time, and perhaps for a long time thereafter, advertising is going to spend a lot of money on the aeroplane.

Probably the average reader of PRINTERS' INK does not realize how much money advertising has already contributed to aeronautics. There has been a deal of aeroplane publicity during the past year. Consider, for instance, the small fortune in gas, wear on machines, and aviators' time the spending of which Washington has O.K.'d in the interests of Liberty Loans. "That's different!" somebody says. Is it? Those sham battles over Central Park, those stunts over Battery Place and Fifth Avenue, were just as vital a part of the Government advertising campaign as the "Sure, We'll Finish It!" posters. And ultimately somebody paid for them.

"They're spending money like drunkards!" remarked an advertising man of the Government publicity makers. He probably did not consider aeroplane pub-

licity in his good-natured indictment, but the fact is that those acrobatic "ships" in the Manhattan sky would have been charged for by a private company at the rate of \$250 apiece. And from New York to Houston, from San Diego to Florida, JN-4-H's and De Havilands were disporting themselves to stir a sluggish public.

Such advertising has been popular ever since Katherine Stinson flew from Buffalo to Washington for the Red Cross Fund in 1918. "I am doing my part," her leaflets read; "you down below there on the earth,—are you?" The Government has been the greatest advertiser because it has had a large number of planes and many young men who needed practice in flying them. Other advertisers, however, have been appearing. Since the armistice advertising by aeroplane has flourished. How large a part will it play in future advertising?

DISTRIBUTING HANDBILLS FROM THE AIR

The day of the handbill passed a number of years ago. The urchin who used to litter front porches with clearance sale announcements and breakfast food samples may still appear, but his standing is poor. He once dared ring the doorbell, and we took his offerings meekly if not avidly. To-day if he comes at all it is to lay his pestiferous egg and slink hastily away!

But the aeroplane has re-vitalized the handbill. Who can resist an appeal from heaven? When thousands of little packages descended on New York announcing that "Penny Wise" had changed theatres, the Fifth Avenue shopper and the Broadway news vender both deigned to stoop and read. And when millions learned the

following morning that the hand of Molly Pearson had scattered these paper tokens, the daring "leading lady" and the performance in which she appeared were both fixed definitely in the minds of many who had previously paid little attention to either.

When Jules Vedrines landed on the roof of a Paris hotel five months ago, a hundred New York firms began to be interested in the tops of their buildings and the landing speeds of aeroplanes. At the same time a hundred young aviators, all of whom, it seems, had made a special stunt of landing slowly, of stalling to a landing, or of stopping quickly after they had landed, began to negotiate with merchants and aircraft producers. I had a point of observation which enabled me to see a number of them at work. As Fate had it, no landing was made on a New York roof, but the drawing power of the aeroplane as an advertising card was proved, and its ability to centre the public gaze on ego or skyscraper was demonstrated to be a marketable commodity. I heard directly of a noted musical composer who even offered to buy a plane for a young flyer to try out on a roof. Whether the offer, the aeronaut, or the roof ceased to be available I do not know.

DELIVERIES BY AEROPLANE

Less sensational but more practical than the foregoing manifestations has been the use of the aeroplane in the delivery of goods. This has been both good business and good advertising. An English piano dealer is reported to have begun the practice. It has been followed up in a dozen lands and several dozen forms. A well known example was the delivery of goods by Lord and Taylor in a Curtiss plane from their Garden City sub-station to a private home in Mt. Vernon. This practice calls to mind the dictum of the British Aerial Transport Committee that certain classes of goods, such as furs, feathers, jewels, money, etc., will be transported by air for safety's sake, and calls attention to the well known fact that at the

Aircraft Exposition this spring hundreds of inquiries were made concerning the possibility of getting aeroplanes for freight, express, and passenger service. In many of these instances effective transportation was the sole desideratum, but in others advertising was obviously the chief purpose or a consideration. Such was the case with the manager of the General Electrical Company of Havana, Cuba, and the writer had an extended talk with the owner of a Massachusetts garage who believed that an aeroplane would effectively advertise his business.

The fact is that the aeroplane is now in the position occupied by the automobile ten or twelve years ago.

At that time auto delivery was not an economy. It was an advertisement. Aeroplane delivery, if even less economical, is an even better means of securing public attention, and is being widely employed as such.

EUROPE INDULGES TOO

Take as examples several recent manifestations. The Harrods Stores, of London, have announced a plan of quickening the even now rapidly fluctuating pulse of fashion by importing Paris models to England by air. A far less cosmopolitan firm, the Spicer Grocery Company of Charleston, West Virginia, has obtained State permission to make aeroplane deliveries. The Philadelphia branch of Gimbel Bros. has been receiving shipments of silk by air from the New York Gimbel establishment. In Italy the *Giornale d'Italia* initiated aeroplane deliveries of newspapers between Rome and Naples on February 3 last, and from Berlin *Am Mittag* has been sent by air to Leipzig and Weimar, while the National Assembly was provided with Berlin papers by plane, the *Vossische Zeitung* being the first to arrive on wings.

That publicity was the purpose back of these performances goes without saying; that it was made effective is suggested by the fact it is possible to gather from the



The Best Rotogravure Section
in America

A Complete 16-page "Movie" Magazine
Free Every Sunday With
THE PHILADELPHIA

RECORD

Circulation—Exceeding 148,000—Advertising Rates
40c per Line—Yearly Contracts, 30c per Line

press the report of feats performed thousands of miles from the reader whose attention is attracted by them.

COMMERCIAL POSSIBILITIES

The high class salesman of today frequently uses a motor car. The high class salesman of tomorrow will doubtless use an aeroplane. Whether catalogues will be distributed on the wing and breakfast food samples passed out from the plane around which the small town folk crowd eagerly, remains to be seen. Certainly the psychology of personal relationship will be utilized where a sale of isolated property is being made, or a willing and extensive report of a situation from an expert is desired. Indeed, it seems probable that future advertising by aeroplane will tend toward these more subtle forms. Direct advertising by air will still be a fact, but it may give way before the combination of publicity and business efficacy, or the less obvious form of persuasion.

In some instances advertising has already become hard to separate from business routine. The Standard Oil has stated that it will bring its pay money from city to oil field by aeroplane. Good business, because Mexican roads are not always safe. Good publicity, because the efficient method is always advertisement for the firm which employs it.

If aeroplanes are to become common their sensation-provoking ability will lessen, and with it their high usefulness as a medium for direct advertising. It is interesting to see that they have a field in advertising more subtle and practically uncircumscribed. Today, however, the aeroplane is still novel. Men ask about it and wonder at it. It is still the advertising instrument *de luxe*; it is as full of stunt possibilities as a magician's hat. The next few years will see its heyday as a direct instrument of propaganda and publicity, and the advertiser who seizes the best weapon which the times afford must count it as one of the big facts in his work.

Electric Company Advertises Real Estate Principles

The United Electric Light and Power Company, of New York, is using space in local newspapers, to teach real estate principles and incidentally brings out the advantages of having electric service in the home. A recent piece of copy is headed, "Applying Merchandising Principles to Real Estate," and tells how one retail merchant by constantly improving his equipment and service succeeded in a large way, while another merchant, starting in at the same time, divided his attention among several different retail businesses, making no effort to improve his original store.

The copy then proceeds to tie up with the real estate business by questioning, "Which of these examples are you, as a property owner, following? Are you investing the rent from your holdings in enterprises much less lucrative? Are you neglecting to make any improvements which will increase the real estate value of your property and the income it brings you?"

"Electric service is the greatest improvement. It makes a dwelling more comfortable, reduces maintenance cost and improves the tone of the building. And it has the tangible effect of making it easier to rent."

"A postal card or telephone request will bring our representative to you. He will tell you how inexpensively and easily your property can be electrified. And if the investment involves a greater immediate expenditure than is convenient, we may perhaps be able to arrange terms."

H. M. Graves Makes Change

H. M. Graves has resigned his position as advertising manager for Logemann Brothers Company, of Milwaukee, Wis., and has taken the position as advertising manager for the Southward Foundry and Machine Company, of Philadelphia, Pa. Mr. Graves was formerly connected with Robert H. Ingersoll & Brother, and the L. E. Waterman Company, of New York City.

Welanetz Co. Makes Additions

Samuel A. Moss, formerly art director of Frank Seaman, Inc., and more recently with the Blackman-Ross Company, New York, has become associated with the Welanetz Company, Inc., advertising artist of that city. Another addition to the staff of the Welanetz Company is Arthur E. Jameson, for many years artist on the staff of the New York Sunday *American*.

W. F. Blaha with Coolidge Advertising Service

W. F. Blaha, formerly advertising manager of the Master Truck Company, Chicago, has left that company to join the Coolidge Advertising Service, of Des Moines, as chief of the copy department.

CO-OPERATION

ALWAYS most desirable, if not absolutely necessary to the national advertiser. But often hard to get.

Not hard to get in the South Bend territory, however, for the South Bend News-Times which thoroughly covers its field, guarantees every advertiser complete, intelligent, co-operative service.

We maintain a competent service department that "works."

South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in America. In the heart of rich farming territory, South Bend also is the central and largest of a group of hustling industrial cities and towns.

This worth-while market is thoroughly covered morning, evening and Sunday by the News-Times which guarantees more than 17,000 daily and 18,500 Sunday.

South Bend News-Times

Morning Evening Sunday
J. M. STEPHENSON, Publisher

Foreign Representatives:
CONE, LORENZEN & WOODMAN,
Chicago, New York, Detroit, Atlanta, Kansas City

An Announcement

The Red Cross Magazine Cuts Its Apron Strings

HERE is the paragraph from the letter written June 19, 1919, by Mr. W. G. Walling, Vice-Chairman of the American Red Cross, to Mr. John S. Phillips, Editor of *The Red Cross Magazine*, which cuts the War and Charity apron strings of the magazine and permits it to grow up into what it is planned shall be "The Great Get-Together Magazine of America."

Says Mr. Walling:

"It is our policy that you and Mr. Viskniskki and your associates shall be given full authority and responsibility for the editorial and business management of the Red Cross Magazine, the same authority and responsibility that is given to the managers of other magazines by their owners, the essence of the arrangement being that not merely formal responsibility be placed upon you, Mr. Viskniskki and your associates for the successful conduct of the magazine, but that *real authority* be lodged with you to conduct the magazine in such way as will insure the fullest success of your undertaking."

Now On a Strictly Business Basis

Under the new management subscriptions to *The Red Cross Magazine* will be obtained only under such methods as have first been approved by the Audit Bureau of Circulations, in which organization this magazine has applied for membership.

We will continue to have the active cooperation of the various Red Cross Chapters, as well as the Junior Organization of the Red Cross, in securing subscriptions, but they will be solicited on the merits of the magazine, *not in connection with membership*, and the work will be paid for on the usual commission basis.

The New Publishing Organization of
The Red Cross Magazine

Editor and Publisher—JOHN S. PHILLIPS

Former Editor of *The American Magazine*, and one of the ablest in the field.

Associated with him are GEORGE A. BRAKELEY, former Assistant Managing Editor and Sunday Editor of the *New York Sun*; GILMAN HALL, of large magazine experience; and E. C. RIEDEL, Art Editor, formerly of *Good Housekeeping*.

Business Manager—GUY T. VISKNISKI

Founder, organizer and live-wire Officer in Charge of the famous "STARS AND STRIPES," official newspaper of the A. E. F., which made a net profit of \$700,000.

Circulation Manager—J. WALKER McSPADDEN

Former Business Manager of *Travel and House & Garden*.

Advertising Manager—A. EUGENE BOLLES

Mr. Bolles has conducted the Advertising Department for the past two years. He is assisted by COLE & FREER as representatives in the West, with Chicago and Cleveland offices; by JOSEPH J. LANE in New England, with an office in Boston; and by J. T. EMERY and E. E. PHILLIPS in the East. They are going to continue to sell advertising space in the magazine on a basis of Merit, not Mercy.

Watch the Red Cross Magazine

It is going to command your respect, not only as a magazine, but as a business proposition—a good advertising "buy."

THE RED CROSS MAGAZINE

124 East 28th Street, New York

Chicago

Cleveland

Boston

Western Paper Buyers—

The Birmingham & Prosser
Chicago Sales Office is at
10 So. La Salle St.

Inquiries and orders
from Western States should
be sent to the Chicago office.

Both will receive not only
the usual "best of attention," but
that *additional* care and thought-
fulness which distinguishes this
house for its *unusual* service.

Quick shipments made from stock
at Kalamazoo,—the center
of the paper making industry.

Please address communication to nearest branch.

BERMINGHAM & PROSSER CO.

Dependable Printing Papers for Every Purpose

KALAMAZOO

CHICAGO

NEW YORK

Catering to the Whimsical Foreign Buyer

Some of the "Customs of the Country" to Study Before Shipping Your Goods to Far Away Shores

A MAN'S best friend is his wife. This is true not because of her love for him, but because of her frankness in telling him his shortcomings. Most men never learn the truth about themselves except from their wives.

On the same principle the business man's most helpful ally is his crank customers. It is they who make him outreach himself to give satisfaction.

Frequently the improvements that are made in a service or a product come as a result of the complaint of a crank. The crotchety individual has no scruples in telling a manufacturer or a retailer what is wrong with his goods or with the way he sells them. If the business man will patiently listen to these bald criticisms, he will get many of his best suggestions in this way.

Catering, within reason, to the whims of the crank has built many a business and has contributed to the success of many others. The fellow who was a crank about the fit of his collars gave to the collar industry the quarter size, which is one of the best ideas that ever came into the industry. The woman who protested against making her own sheets and pillow cases gave to the dry goods business the made-up sheet and pillow slip, which are now among the most staple items in this line. Instance after instance of this character could easily be mentioned, showing that the kicker is of some value after all.

IMPORTANCE OF CATERING TO FOREIGN CUSTOMS

Some time ago a speech was delivered by B. Olney Hough, editor of the *American Exporter*, in which he dwelt interestingly on the business-building importance of catering to the peculiar demands of the whimsical buyer.

Here is a suggestive excerpt from his address:

"Don't be afraid of new things. We have invented and we have adopted many things in this market that are good, which may be introduced in foreign markets. The best example I know of is American boots and shoes. Twenty or twenty-five years ago American boots or shoes made their first invasion into the European markets. We thought all the time, in fact, we knew that we had better shoes in this country than they made in Europe, but it was more than quality that kept our shoes in those markets. We made our shoes in different ways. European shoe manufacturers never controlled the high-grade trade, because nobody could ever get fitted in ready-made shoes in Europe. They only made about two or three widths, C's, D's and E's, we made six, seven, or eight different widths. They never made any half-sizes in Europe, we made all of those things in this country, with the result that people could go into shoe stores here in the United States, and any foot practically could be well fitted. That killed the custom shoemaker in this country, and it contributed as much as anything else to our success in the markets of the European shoe manufacturers, and we have held that trade, and had held it right up to the outbreak of the war. Our trade in Germany up to the very day war broke out was bigger than it ever had been, although the English shoe manufacturers had bought American leather, American lasts, and American machinery, and had even imported American foremen, and tried to make American shoes. In spite of that fact, our trade grew year by year, and has grown continually for twenty years. So don't be afraid of new things."

"American quarter-size collars

were first made in Germany. They were only made for us; Germany made them for nobody else. I remember very well indeed when two or three high-class haberdasheries in New York got quarter-size collars, nobody else had them, they had gotten them from Germany. The Germans laughed up their sleeves at the idea of anybody wanting quarter-size collars, they never used them themselves. They made them for us, though, just as they would make anything for anybody else if they were asked to make it. But the tables were turned. A year or two before the war, the last time I was in Berlin, I found American quarter-size collars in German shops for sale.

AMERICAN COAT-CUT SHIRTS WON OUT ABROAD AGAINST PREJUDICE

"I say, don't be afraid of new things. That reminds me of a great many personal experiences that I have had. Many years ago I was living most of my time abroad, and I remember very well indeed that when I returned it took me two or three years to accustom myself to the American coat-cut shirts. I had not found them in England or any foreign country that I visited, but here in the United States I could buy nothing else. I did not like them at first, and it wasn't until I had returned to this country and lived here for some time that I became initiated into their use, and grew to like them. That style of shirt is sold all over now.

"I remember very well my first introduction to athletic underwear. I was traveling from Constantinople to Vienna in company with the first secretary of the American Embassy in Turkey. In the sleeping car he called my attention to his new underwear. I had never seen anything like them before, but I liked them right away so I promptly went to work with a pair of scissors and cut off the legs of the long drawers I wore, which were the only ones at that time available in Europe. That underwear commended itself to me immediately, and four or five years ago a well-known brand of

American athletic underwear was being advertised by electric flashlights in pretty nearly every part of the world, I fancy; at least in London and in Havana, Cuba.

"Pajamas as sleeping garments were long popular in England and the United States before the other European countries would have anything to do with them. Today you find them in South American shops also, even though the South Americans stick to their old-fashioned night-shirts.

Underwear Company Enters the Boys' Field

In conjunction with the numerous advertising campaigns of national character for boys' wearing apparel, the Superior Underwear Company, of Piqua, Ohio, will shortly come out in a national and trade paper advertising campaign, for its line of "Superior, Jr." underwear for boys.

It is intended to take the distribution of the underwear out of the hands of jobbers and sell directly to men's wear stores. Boys' underwear has always occupied an unfavorable position and the proposed campaign, it is hoped, will put it on a par with the well-known brands of men's underwear, which have been advertised for years.

"What'll I Do With My Helmet?"

Part of the equipment each discharged soldier takes along with him is his helmet. Naturally it is the desire of the owner to keep it as a souvenir, but just where to put it is a puzzling question. The National X-Ray Reflector Company, of Chicago, has come forth with a novel solution to the problem.

This company suggests that the soldier make an indirect lighting fixture of the helmet. A reflector sold by the company is placed inside the helmet and with the addition of a chain, canopy and wire the fixture is complete. The parts are finished in khaki to match the helmet.

Billings-Chapin Appoints Advertising Manager

Oliver B. Byerly, formerly with the circulation department of the Fenton Publishing Company of Cleveland, has been appointed advertising manager of the Billings-Chapin Company, also of that city.

Joins Gardner Advertising Co.

William C. Dudgeon, for several years on the advertising staff of the Campbell-Ewald Company, Detroit, has resigned his position with that company to accept a similar one with the Gardner Advertising Company of St. Louis.

The Chicago Market and How to Get In

The Chicago market—an enigma to those who regard it from the outside—is merely other, lesser markets bound together into one community.

The HERALD AND EXAMINER has studied Chicago. It has divided it into the units that compose it. It has determined dealer conditions, buying power and buying habits in each unit.

Upon this information, verified by actual tests, it has perfected a merchandising system, the soundness of which has been proved by a rapidly increasing succession of successful merchandising campaigns.

To get into the Chicago market is merely a process of understanding this unit division and of applying the distribution system we have worked out for you.

Our Merchandising Department will be glad to place detailed information at the disposal of advertisers who seek to get maximum results from the Chicago market—the giant among the markets of the world.

JOHN A. DICKSON,
Advertising Director.

The Chicago Herald and Examiner

The Gateway to the Chicago Market

New York Office:
Room 802, the Astor Trust Building.
Telephone, Vanderbilt 1739.

Detroit Office:
Kresge Building.
Telephone, Cherry 6618.

Soap Manufacturers

How would you like to have 400,000 men using your soap every time they enter the bath of a high-class gymnasium?

Pretty strong influence for home consumption, is it not?

We don't think that any one of you can corral this market because of the personal likes or dislikes to consider.

But it is up to you to get your share.

Through ASSOCIATION MEN you can present your case to the 2,700 men who do the buying for the Y. M. C. A. gyms and incidentally to the 750,000 members of the Y—400,000 of whom are enrolled in the Gym classes.

Our service to advertisers has no equal. Full information regarding it and rates sent on request.



347 Madison Ave.
New York City
New York

Western Office:
19 S. LaSalle St.
Chicago

Zone Law Causes More Publications to Raise Subscription Rates

Additional List of Trade Papers and Newspapers That Have Changed Their Subscription Prices

NOW that the effects of the Zone Law are beginning to be felt many publishers, who thought it might be possible to stand the additional expense, find it impossible to do so and have consequently raised the subscription rates of their papers. Following is another list of trade and business publications and newspapers that have changed their subscription rates to conform to the charges of the Postal Zone Law.

BY STATES

<i>Austin American</i> , Texas	
In Texas	\$7.00
Elsewhere	10.00
<i>Burlington Hawk-Eye</i> , Iowa	
In Iowa, Illinois and Missouri..	\$5.00
Elsewhere	6.00
<i>Daily Oklahoman</i> , Oklahoma City	
In Oklahoma	\$7.50
Elsewhere	12.00
<i>Des Moines Evening Tribune</i> , Iowa	
In Iowa	\$5.00
Elsewhere	6.00
<i>Des Moines Register</i> , Iowa	
In Iowa	\$5.00
Elsewhere	6.00
<i>Flint Daily Journal</i> , Michigan	
In Michigan	\$4.00
Elsewhere	5.00
<i>Fort Worth Record</i> , Texas	
In Texas and Oklahoma.....	\$5.50
Elsewhere	7.50
<i>Frankfort Morning Times</i> , Indiana	
In Indiana	\$3.00
Elsewhere	4.80
<i>Houston Chronicle</i> , Texas	
In Texas and Oklahoma.....	\$7.00
Elsewhere	9.00
<i>Oklahoma City News</i> , Oklahoma	
In Oklahoma	\$4.00
Elsewhere	5.00
<i>Oklahoma City Times</i> , Oklahoma	
In Oklahoma	\$5.00
Elsewhere	8.40
<i>Quincy Daily Herald</i> , Illinois	
In Illinois, Iowa and Missouri	\$4.00
Elsewhere	7.00
<i>Quincy Whig</i> , Illinois	
In Illinois, Iowa and Missouri	\$4.00
Elsewhere	7.00
<i>Seattle Star</i> , Washington	
In Washington	\$5.00
Elsewhere	9.00
<i>Tipton Daily Tribune</i> , Indiana	
In Indiana	\$3.50
Elsewhere	4.80
<i>Tulsa Democrat</i> , Oklahoma	
In Oklahoma	\$6.00
Elsewhere	7.80
<i>Tulsa Morning Times</i> , Oklahoma	
In Oklahoma	\$3.50
Elsewhere	5.00
TWO ZONE BASIS:	
<i>Abilene Reflector</i> , Kansas	
In the county	\$4.00
Elsewhere	5.00
<i>Beaver Falls Evening Tribune</i> , Pennsylvania	
In Beaver County	\$3.00
Elsewhere	5.00
<i>Bloomington Daily Bulletin</i> , Illinois	
Zones 1, 2 and 3.....	\$5.00
Elsewhere	6.00
<i>Bradford Era</i> , Pennsylvania	
Zones 1 to 6.....	\$5.00
Zones 7 and 8.....	7.00
<i>Canton Daily Register</i> , Illinois	
In the county	\$4.50
Elsewhere	5.00
<i>Corning Daily Journal</i> , New York	
Zone 1	\$4.00
Elsewhere	4.50
<i>Davenport Democrat</i> , Iowa	
Zone 1	\$4.00
Elsewhere	6.00
<i>Dowagiac Daily News</i> , Michigan	
Zones 1 and 2.....	\$3.00
Elsewhere	4.00
<i>Fremont News</i> , Ohio	
Zone 1	\$4.50
Elsewhere	6.00
<i>Grand Rapids Herald</i> , Michigan	
Zones 1, 2 and 3.....	\$4.00
Elsewhere	6.00
<i>Huntington Herald</i> , Indiana	
Zones 1 and 2.....	\$4.00
Elsewhere	5.00
<i>Marysville Tribune</i> , Ohio	
In the county	\$3.00
Elsewhere	5.00
<i>Miami News</i> , Oklahoma	
Zone 1	\$4.00
Elsewhere	5.00
<i>Morgan City Daily Review</i> , Louisiana	
Zone 1	\$4.00
Elsewhere	5.00
<i>Muscatine Journal</i> , Iowa	
Zones 1 and 2.....	\$4.00
Elsewhere	5.00
<i>Omaha Daily News</i> , Nebraska	
Zones 1, 2, 3 and 4.....	\$4.50
Elsewhere	7.80
<i>Santa Barbara Morning Press</i> , California	
In Santa Barbara Co.....	\$6.00
Elsewhere	7.20
<i>Scranton Republican</i> , Pennsylvania	
Zones 1 to 3.....	\$6.50
Zones 7 and 8.....	7.00
<i>Taylorville Daily Breeze</i> , Illinois	
In Christian County.....	\$3.00
Elsewhere	4.00
<i>Waterloo Times-Tribune</i> , Iowa	
Within 50 miles of Waterloo..	\$4.00
Elsewhere	6.00

<i>Watertown Daily Times</i> , New York	
In Jefferson, St. Lawrence and Lewis Counties	\$5.00
Elsewhere	6.00

THREE ZONE BASIS

<i>Defiance Daily Crescent</i> , Ohio	
Outside of Defiance, in Ohio, Indiana and Michigan	\$3.00
East of Mississippi River (except above states)	4.00
West of Mississippi River	5.00
<i>Richmond Palladium</i> , Indiana	
Within 30 miles of Richmond	\$2.00
In Indiana (except above) and Ohio	3.00
Elsewhere	5.00
<i>Warren Daily Chronicle</i> , Ohio	
In the county	\$4.00
In Ohio (except Co.)	5.00
Elsewhere	6.00

FOUR ZONE BASIS

<i>Allentown Chronicle and News</i> , Pennsylvania	
Zones 1 and 2	\$5.00
Zone 3	6.00
Zones 4, 5 and 6	6.50
Zones 7 and 8	7.00
<i>Bethlehem Times</i> , Pennsylvania	
Zones 1 and 2	\$5.20
Zones 3 and 4	6.00
Zones 5 and 6	7.00
Zones 7 and 8	8.00
<i>Fall River L'Independent</i> , Massachusetts	
Zones 1 and 2	\$5.00
Zones 3 and 4	6.00
Zones 5 and 6	7.00
Zones 7 and 8	8.00

FIVE ZONE BASIS:

<i>Xenia Daily Gazette</i> , Ohio	
In Greene County	\$3.50
Zones 1 and 2	4.00
Zones 3, 4 and 5	4.50
Zones 6 and 7	5.00
Zone 8	5.50
<i>Xenia Daily Republican</i> , Ohio	
In Greene County	\$3.50
Zones 1 and 2	4.00
Zones 3, 4 and 5	4.50
Zones 6 and 7	5.00
Zone 8	5.50

SIX ZONE BASIS:

<i>Hastings Tribune</i> , Nebraska	
Zones 1, 2 and 3	\$4.00
Zone 4	4.50
Zone 5	4.55
Zone 6	4.65
Zone 7	4.85
Zone 8	5.00
<i>Lexington Herald</i> , Kentucky	
Zones 1 and 2	\$6.00
Zone 3	6.50
Zone 4	7.00
Zone 5	7.50
Zone 6	8.00
Zones 7 and 8	8.50

COMPLETE ZONE BASIS:

<i>Hartford City News</i> , Indiana	
Zones 1 and 2	\$5.00
Zone 3	5.50
Zone 4	6.00
Zone 5	6.50
Zone 6	7.00
Zone 7	7.50
Zone 8	8.00
<i>Hartford Courant</i> , Connecticut	
Zones 1 and 2	\$8.00
Zone 3	8.75
Zone 4	9.25

<i>Indianapolis Star</i> , Indiana	
Zones 1 and 2	\$6.00
Zone 3	6.25
Zone 4	6.50
Zone 5	6.75
Zone 6	7.00
Zone 7	7.25
Zone 8	7.50

<i>Springfield Sun</i> , Ohio	
Zones 1 and 2	\$4.84
Zone 3	4.96
Zone 4	5.20
Zone 5	5.32
Zone 6	5.44
Zone 7	5.56
Zone 8	5.80

LIST OF TRADE PUBLICATIONS:

<i>American Machinist</i> , New York, N. Y.	
East of the Mississippi River	\$5.00
West of the Mississippi River	6.00
<i>Building Age</i> , New York, N. Y.	
Subscription price	\$2.00
Additional postage to 7th and 8th Zones	.30
<i>Farm Machinery - Farm Power</i> , St. Louis, Mo.	
Zones 1, 2, 3 and 4	\$1.00
Zones 5, 6, 7 and 8	1.25
<i>Metal Worker, Plumber and Steam Fitter</i> , New York, N. Y.	
Subscription price	\$3.00
Additional postage to 7th and 8th Zones	1.00
<i>National Lithographer</i> , New York, N. Y.	
Zones 1 and 2	\$2.00
Zone 3	2.25
Zones 4 and 5	2.50
Zones 6 and 7	2.75
Zones 8	3.00
<i>Publishers' Weekly</i> , New York, N. Y.	
Zones 1 to 5	\$5.00
Zones 6 to 8	5.50

Savings Stamps in Larger Denominations

To meet the insistent demand for savings stamps of large denominations, which has followed the development of the thrift movement throughout the country, Secretary of the Treasury Glass has authorized the issue of "Treasury Savings Certificates" in the amounts of \$100 and \$1,000. These certificates are issued on exactly the same basis as the War Saving Stamps and are therefore exempt from taxation. The Secretary of the Treasury has made the War Savings Stamps convertible into the new Savings Certificates.

Five and Ten Chain Sells High Priced Goods by Mail

Starting as a means of selling five-and-ten-cent goods by mail the catalogue of the Kress Company now has expanded into garments, dry goods and general merchandise. The spring and summer edition, which has just been mailed, makes comprehensive offerings in the higher-priced lines.

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What some of the Largest Advertisers think of our Department of Sales-Promotion and Research.

AUNT JEMIMA MILLS CO., manufacturers of Aunt Jemima Pancake Flour, says: "We certainly appreciate the class of service you are offering your clients, and I have had advice from Stiles & Cole today that you have rendered them the use of one of your automobiles, personally conducted by your own Representative to assist in placing our advertising in the retail stores. We assure you that we appreciate this service and trust that the result will thoroughly justify your foresight in having these splendid automobiles in your equipment."

* * * * *

CHAS. GULDEN, INC., manufacturers of Gulden's Mustard, says: "We recently completed a thorough canvass with Greater Boston with the retail grocers. In your Department of Sales-Promotion and Research the map and list of trade furnished by yourselves were of great assistance to us. In fact, we have never found an up to date a list in any city that we have worked so far."

* * * * *

ANHEUSER-BUSCH, manufacturers of Bevo, says: "We want to assure you that the results from the advertising in the New England cars, backed up by your energetic Department of Sales-Promotion and Research, have quite exceeded our expectations, and fully justify the renewal of our contract with you at its expiration."

* * * * *

C. F. MUELLER CO., manufacturers of Macaroni, says: "In our dealer campaign we find your Neighborhood Grocers alive to their co-operation contract with you, and your Neighborhood Grocery stores are indicating a splendid attitude toward you. We cannot fail to mention the splendid help accorded us in the shape of your automobiles and missionary men placed at our disposal."

* * * * *

LEVER BROTHERS CO., manufacturers of Lux and Lifebuoy Soap, says: "I have taken on this extra contract with absolute confidence, and we are counting on you for your regulation Blue Ribbon co-operation."

* * * * *

THE CLICQUOT CLUB CO., manufacturers of Clicquot Club Ginger Ale, says: "We have found the services of your Department of Promotional Research."

"Ask the men who have asked us."

EASTERN ADVERTISING COMPANY Department of Sales-Promotion and Research

"Street Car Advertising all over New England"

motion and Research of inestimable value in working the trade."

REPETTI, manufacturers of "Tabs", says: "We received a bundle of orders from Boston this morning, and I just wanted to drop you a line to tell you that your merchandising plan looked good to us when we signed a long term contract for the Boston cars, and it is working out just as good as it looked. Our Boston crew is the most enthusiastic bunch you ever saw, and the way the orders are rolling in, it certainly looks as if we were going to keep "Tabs" on everybody in New England before we get through."

* * * * *

WM. WRIGLEY JR. CO., manufacturers of Wrigley's Gums, says: "Your Department of Promotion and Research proves very conclusively that the retailer is taking advantage of the advertising appearing in the New England cars."

* * * * *

THE N. K. FAIRBANK CO., manufacturers of Fairy Soap and Gold Dust Washing Powder, says: "We wish to take this opportunity to congratulate you on the exceptional work being done by the Sales-Promotion and Research Department of your organization, which I believe is as comprehensive and complete as anything of its kind in the country."

* * * * *

THE WALTER M. LOWNEY CO., manufacturers of Lowney's Chocolates, says: "We are very much pleased with your new Department of Promotion and Research. Unlike so many of these services attempted by advertising geniuses, this one really checks up."

* * * * *

SCOTT & BOWNE, manufacturers of Scott's Emulsion, says: "We beg to assure you of our appreciation of your hearty co-operation. We believe that our long and continued use of your cars for our advertising shows plainer than words what we think of the value of your medium."

* * * * *

MINT PRODUCTS CO., manufacturers of Life Savers, says: "It is indeed gratifying to the writer to learn that you have made such a step forward in street car advertising by the creation of a Department of Promotion and Research which will go a long way in showing your customers the real and direct results through advertising throughout your car system."



Cars and Car Cards Deliv

THE EACO Neighborhood fleet pictured above is doing yoeman service in planting the goods where the car advertising can get at them to make the final turn-over to the consumer.

Can you manufacturers find any other sales proposition on earth so efficient? And it is all yours, gratis, when you contract for New England street car space.

The cars form the nucleus of a substantial fleet of such machines, which may be used by our car advertisers accompanied by our own Representatives in soliciting the Neighbor-

ASK THE MEN WHO HAVE

Eastern Advertising Co.—Department of

BOSTON

.. . .

NEW YORK, 801st 40th

"Street Car Advertising all over





Cards Delivering the Goods.

hood Drug and Grocery trade, in co-operating in window display work and various forms of dealer helps. They are operated at the option of the advertiser anywhere in the nineteen (19) New England cities (where our Sales-Promotion and Research work is conducted), all of which are directly linked up with the 745 cities and towns served by the New England cars.

While the automobile service is delivering the goods in the way of detail and missionary sales work through the jobber, the cards in the cars are just as busy creating a substantial and continuous consumer demand.

HAVE ASKED US.

partment of Sales-Promotion and Research

K, 8 West 40th Street PROVIDENCE

vertising all over New England."





The Neighborhood Store — What its Customers Say.

"Why I should patronize my Neighborhood Druggist and Grocer."

*"If you don't get the retailer, the court of last appeal,
(The Neighborhood Store) you don't get the public."*

"If I have the habit of buying from him, he is able to carry a larger variety, a fresher stock, and to turn over his capital to better advantage—So I help my Neighbor.

"With this result—I have a better store in my neighborhood, which not only adds to my conveniences but helps to keep my property valuable—So I help Myself."

* * * * *

"Their ability to satisfy is in proportion to the amount of neighborhood patronage accorded them.

"Their policy is not the 'take it or leave it' kind.

"We must co-operate—we must lend a hand in bringing out the best there is in our neighborhood. And if we do, we ourselves are most directly benefited."

* * * * *

"If I am a 'slacker' how can my Neighborhood Grocer and Druggist ever 'go over the top'? Failure is a blot on any community. It must be avoided. We must cooperate! Result: Customer satisfied, Business thriving, Community prospering—LIBERTY BONDS—WE WIN!"

* * * * *

"A patronized grocer or druggist does not regard his customers as so many dollars and cents but as friends whom he must serve with good products at the lowest profitable prices."

* * * * *

"Every community should stand back of its stores. They are for OUR convenience. It is our duty to patronize them whenever possible just as it is our duty to stand back of our Country. They are a part of our home life, A NECESSITY TO IT, and we should 'keep the home fires burning.' "

* * * * *

"He is in business for my benefit. His success depends upon my sense of duty and my willingness to shop at home. He knows the value of a satisfied customer. He knows it's his best advertisement."

* * * * *

"They are always 'around the corner' and always ready to serve. Therefore, as I am sufficiently proud of my community to be a part of it, I certainly should support my grocer and druggist

who are there to serve me. To patronize them merely in emergencies is disloyal; they should have all my business. In a word—neighborhood patronization + prompt payments = patriotic principle."

* * * * *

"They know the things I am fussy about and cater to my individual Taste!"

"I save Time and Energy which mean Money to me!"

"In short, when I patronize my Neighborhood Grocer and Druggist I am patronizing myself."

* * * * *

"He will cater to your wants, save you time, carfares, and money, and keeps the profits away from the garbage can."

"You will have right to expect preference over strangers, in trying times like these."

"Let your neighborhood merchant prosper, and share with him the smile of satisfaction."

* * * * *

"Trading with them enables you to safeguard your children's purchases, keep money in local circulation, increase civic pride, and improve and build up the community; enables them to keep better, larger and more varied stocks."

* * * * *

"The question resolves itself into one of accommodation. If we wish to derive the benefits of such organizations, it is imperative that we should be of some benefit to them, for by accommodating, we are in turn accommodated, and in like proportion."

* * * * *

"When purchasing from my neighborhood Grocer and Druggist, I have usually found the materials to be as represented, but in the event that they are not, I have always been able to get a satisfactory adjustment without any controversy whatsoever."

"This is not the case when buying here, there and everywhere."

* * * * *

"He will accept our orders, suggestions, claims and criticism and strive to fulfill and adjust them to our entire satisfaction."

"He needs our trade, we need his service. Local trade means local prosperity."

"Ask the men who have asked us."

EASTERN ADVERTISING COMPANY
Department of Sales-Promotion and Research

"Street Car Advertising all over New England"

The Melodramatic Appeal

Advertising May Have a Good Reason to Thrill the Reader and Jolt Him Into Recognition of the Blunt Truth of the Argument

By W. Livingston Larned

THERE is a popular belief in the theatrical profession amounting almost to a superstition, that every seven years the public craves melodrama and insists upon having it served up in a primitive, raw state.

There was a time when such tense dramas as "The Midnight Alarm," "The Streets of New York" and "Bertha the Sewing Machine Girl" played to packed houses and built fortunes for the men who put them on. The same material, as far as the human fundamentals are concerned, may be seen on our stage of to-day, but garnished and embellished, to suit the changing mood of the play-goer.

It seems that the public actually craves melodrama. It must have its thrill. The same old rip-snorting plots find their way to the footlights now, differing from the old regime, only in the manner of presenting. Plays that have endured are melodramatic in theme and in action. "Uncle Tom's Cabin," the veteran of them all, was sheer melodrama—and it is still going strong. Many of Shakespeare's most popular plays are blood-and-thunder when you boil them down to skin and bones. "Shore Acres," "The Old Homestead," "The Count of Monte Cristo"—all of these were comedy drama highly seasoned with heroics, sudden peril and gun play. With popular fiction, it is much the same: the dime novel of yesterday has been replaced by almost identical construction, done into magazine form and glorified by the printer's art.

It has been thoroughly established, however, that people do have a natural appetite for melodrama. They want to be thrilled. Suspense, mystery, action, the sudden impact of circumstance; all of these will live as long as man exists. Romance and adventure

race through our veins unchecked.

That advertising should occasionally take advantage of this quite human weakness, if such it can really be termed, is natural enough. The same fundamentals that hold good in a play or a book, would be true of copy and illustrations. Then, again, many products virtually demand this form of approach. There are advertised lines that people would never buy at all, if advertising did not jolt them out of their indifference.

This has been definitely demonstrated in the case of handy home fire extinguishers. A man will insure his house, he will equip it with every modern convenience, yet he will not protect it and his family from the ever-present menace of fire by a perfectly obvious expedient—one that is not prohibitive in price.

THE NEED OF THE MELODRAMATIC APPEAL

Salesmen who approach people on this subject, discover that the average man and woman are amazingly indifferent to what *might* happen. Warn them that an over-turned lamp, or a flying spark, might not only destroy the home but disfigure the inmates for life, and there is an indifferent, even skeptical shrug of the shoulders. Fire may visit the other fellow's house, but "we are always too careful—it can't happen to us—it never will."

The mere calm statement that here is a handy fire fighting apparatus, for home, business office or automobile, does not seem to make a dent. The most carefully written copy, when it merely sums up the virtues of the product, does not seem to sell the goods. It is one of those things that is invariably "put off."

This made it necessary for pure melodrama to be injected into the

advertising of fire fighting inventions. Johns-Manville copy deliberately and most expertly plays with the essential ingredients of thrill and super-jolt when it talks in favor of asbestos roofing. The text starts off with whip-lash speed and cracks at the heels of the thoughtless thousands who "take a chance."

No thriller of the old days had anything on this copy lead: "A tiny spark, a sputtering flame—then a raging furnace of heat, fire and destruction; another town or perhaps a whole city desolated, gutted; wiped completely off the earth; victims of the red scourge." There is more of the same and it is exceedingly clever. The illustration toes the melodramatic mark also—Fate and Fire, hideously exultant, with the flames lighting their ghostly faces, tossing the vivid, sparkling dice down upon an unprotected village.

NEGATIVE APPEAL NECESSARY

We have mentioned automatic fire fighting devices. All of them have been forced to place a firm grip on the negative appeal. There is no other solution. People *must* be frightened into common-sense. The Grinnell System is advertised with undiluted melodrama, staged with professional accuracy and knowledge. Photographed from life, we see the tense faces turned upward to burning windows, as the outer darkness closes in upon them. And then—"There she is in the window—my little girl; why don't they save her? Let me go!" "How often is this human tragedy enacted? When is it due to happen in your city?" And just to make sure, the Grinnell booklet is distributed, wherein, under the title "Fire Tragedies and Their Remedy," the gong is sounded in a more complete way and written in letters of fire.

Sometimes the result is achieved by the sheer power of a striking illustration. Watch Lynite advertising in the future! It is a new metal used for automobile parts and would not seem a particularly sensational subject for thrill-copy. Yet the advertising

grips you—almost ruthlessly forces your attention. How was this accomplished? An artist who had not been identified with commercial designing up to this time, was selected to illustrate the text. He was given liberal space—often one entire page, of a double truck, and the fact that he had always been identified in the past with fiction of the melodramatic kind, was psychologically ingenious. This artist is the man who drew the pictures for sinister Fu Manchu, Conan Doyle's grawsome book, "The Lost World," and other highly colored fiction—Joseph Coll.

Giant figures of workmen hover above a swinging crane and its metal envelope. Beneath is a great pile of molten slag, and capping this is a motor car, drawn in brilliant, dazzling, white-heat outline. It has come sizzling hot from its mould. And the text reads: "Part by part, piece by piece, Lynite foundries are remolding the motor car to new standards of liveliness and ease of handling, of gasoline and tire-saving. Part by part, piece by piece, pounds or ounces are being cut from costly excess weight."

Coll has a peculiarly striking pen technique, which of itself, is sufficient to put fire and vim and vigorous interest into any campaign. The illustrator's experienced touch is there—the touch of the man who is accustomed to violent action, speed, force and propelling composition. The effect of this advertising is rather surprising. "What is it all about?" you ask yourself. "I'll have to read and find out." Lynite is blazed into the mind in an instant by a clever expedient. It was a positive stroke of genius to have him illustrate the account.

Even the usually conservative Eastman Company deals in melodrama on occasion. Take the page, titled: "The metal grew tired and broke—photography's verdict." A moon pierces ragged clouds. Darkness has settled on the river, across whose banks the eyes of the factories twinkle indistinctly. Crumpling steel marks the utter destruction of a large

Recognition of Washington's New Importance

The Chamber of Commerce of the United States has recently selected site for a permanent home in Washington, D. C. That means only one thing—that the great business organizations of the country recognize the permanent importance of this city—now become as never before, the center of the world's activities.

This gathering here of manifold interests gives opportunity at a single stroke to sound the note which will nationalize your product. The Washington Star is the one—and ONLY one—medium needed to gain for you the national prestige which comes with the acceptance of your product by Washington with its truly representative population.

The first step in obtaining national distribution, and creating national demand, is to win Washington. You need only the Star to accomplish that.

The possibilities in Washington for merchandise of merit will be comprehensively analyzed by our Statistical Department upon request.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building



Fiction Magazines Carry

THE value of advertising space in the Street & Smith fiction magazine group is established upon the broadest and soundest of grounds; namely, a 100% spontaneous yearly circulation among 20,000,000 actual purchasers and 50,000,000 estimated readers in every geographical section in every financial, social and intellectual class of America—which means all buying groups.

Such a distribution, acquired by virtue of good fiction consistently maintained through sixty-four years of publication, has not failed to interest a strong following of advertisers who stand high in practically every field of commonly used products. We cite a few who are using space in Street & Smith Publications:

Candy, Chewing Gums, Etc.
American Chicle Company
Wm. H. Luden
Mint Products Co. (Life Savers)

Razors, Cutlery, Etc.
American Safety Razor Co.
Durham Duplex Razor Co.
Gem Cutlery Co.

Educational, Etc.
American School of Correspondence
Dickson School of Memory
Independent Corp.
International Corr. Schools
New England Conservatory of Music
Palmer Photo Play

M. L. Quinn Conservatory of Music
U. S. School of Music

Tobacco Products
American Tobacco Co.
Liggett & Myers
R. J. Reynolds
P. Lorillard Co.

Food Products, Etc.
Walter Baker & Co., Ltd.
Mellins Food Co.
National Biscuit Co.
Postum Cereal Co.
H. J. Heinz Co.

Billiard Tables, Etc.
Brunswick-Balke-Collender Co.



The Circulation of the STREET & SMITH



Selling Facts to Destination

Drugs, Medicinal, Etc.

Bauer & Black
Standard Oil Co. (Nujol)
R. L. Watkins (Mulsified Oil)

Cameras

Eastman Kodak Co.

Soup, Tooth Powder, Toilet Preparations, Etc.

Colgate & Co.
Mennen
Potter Drug & Chem. Corp. (Cuticura)
H. S. Peterson (Canthrox)
Carmen Face Powder
A. S. Hinds
Freeman Perfume
Maybell Laboratories

Publishers

Nelson Doubleday, Inc.
Harper & Bros.
Review of Reviews Co.
Chas. Scribner's Sons

Talking Machines

Pathé Frères Phonograph Co.
Victor Talking Machine Co.
Brunswick-Balke Phonograph
Edison Phonograph
Sonora Phonograph

Motion Picture Producers

Paramount Pictures (Famous Players)
Select Pictures
First National Exhibitors
Selznick Pictures

Miscellaneous

Foster Rubber Co.
Geo. Frost & Co.
General Electric Co.
Wahl Pen Co.
Old Town Canoe Co.
Oliver Typewriter Co.
Ostermoor & Co.
W. A. Sheaffer Pen Co.
Russia Cement Co.
L. E. Waterman Co.

We would find it most interesting to chat with the manufacturer of any widely distributed product who is only partly convinced of the applicability of the Street & Smith group to his particular message.

STREET & SMITH Corp.

Established 1855

Publishers of Ainslee's, Detective Story Magazine, People's Favorite Magazine, Smith's Magazine, The Popular Magazine, Top-notch Magazine, Picture-Play.

79-89 Seventh Ave., New York

Members of the "ALL-FICTION FIELD"

Members A. B. C.



MAGAZINES is over Twenty Million a Year

bridge. Down it comes! A passing tug has just escaped in time. Eye and mind dance as they take in what has happened. "Has a great bridge fallen, and severed a vital artery of traffic? Has a boiler burst, and stopped the flow of power? Has a line-shaft failed, and shut down a big workshop? Photography enters, and fingerprints the criminal metal." That would make a splendid backdrop for a melodrama. Its thrill, done in vellum and proof against reader neglect.

Baltimore Bargain House Changes Name

Safety devices really call for melodrama in text and in picture. Strangely enough, people are not responsive to these inventions. They must be literally forced to accept them. A safety switch is advertised in this manner, visualizing the horror of what *might happen*. Palenske has drawn the picture. He shows a factory hospital ward; men are bringing a seriously wounded comrade in on a stretcher. Nurses run this way and that, under the stress of great excitement. There is not a line of moderation in the design. It is thrill through and through.

Weed Chain campaigns have always dealt in melodrama. They fairly crash and echo with the splinter of wood and the cries of the wounded. Negative, yes, but despite all the criticism of those not intimately acquainted with the results, the advertising has forced automobilists to buy Weed Chains. The conscience of the driver was awakened. If he did not care for himself he must at least think of those in the car with him. There is such a thing as being sorry, too late!

Few people, in criticising advertisements, either singly or as campaigns, take into consideration the all-important fact, that there *must* be variety, both in the physical presentation and in the basic idea. There would be monotonous sameness if "stunts" were not created.

Thus it becomes necessary to inject new life into every series of advertisements, changing the form and the argument and the

very spirit of sets of pages. "Advertising," said a student of this very problem, "is not unlike the show business. A producer may have a highly popular play, yet, after a month's run or so, he will drop in a new star or a new scene, to keep public interest on edge."

Baltimore Bargain House Changes Name

The Baltimore Bargain House, Baltimore, Md., has been reorganized and the new corporation, known as the American Wholesale Corporation, has incorporated for \$9,000,000. The incorporators are Jacob Epstein, president; S. Ray Katz and Sidney Lansburgh, vice-presidents; Nathan Epstein, secretary, and Abraham W. Weinberg, treasurer.

The Baltimore Bargain House was started about 38 years ago (1881) by Jacob Epstein, who was seventeen years of age at the time, with a capital of \$600, in one room. The business grew steadily, gross sales reaching \$4,018,057 in 1900, and \$25,577,845.98 in 1918. The first six months of 1919 show an increase of \$2,425,918.18 over and above the same period for last year.

Mr. Epstein attributes the growth of the business to certain well-defined principles which he adopted from the start, the main one being the adoption of the catalogue system of selling goods, thus doing away with traveling salesmen. Selling by catalogue has enabled him to break away from the usual separate and distinct lines carried by the wholesale businesses, claims Mr. Epstein. For instance, there are wholesale shoe houses, wholesale dry goods houses, wholesale clothing houses, etc., and it requires separate sets of men to sell the goods under the system of visiting the merchant by traveling men. When the Baltimore Bargain House was started, however, Mr. Epstein felt that there was no reason why one house could not sell all the lines economically, if it would sell by catalogue instead of by traveling salesmen, and he claims that the results have demonstrated the advantages of that method.

Another principle that was early adopted was that of guaranteeing goods to be as represented and advertised in the catalogue. It is Mr. Epstein's opinion that the Baltimore Bargain House was the first wholesale house to adopt the principle of marking goods in plain figures and adhering strictly to one price.

"New American Figure" a Successful Ad Idea

The House of Kuppenheimer has capitalized the wave of physical development which swept the country during the war by playing up the physically fit man as the one who gets into the swim and battles across the tide of present-day progress. All of the advertising is captioned, "The New American Figure."

One of the World's Greatest Dynamic Markets

¶ Detroit is one of the best advertised cities in America. Today, within its 80 square miles of civic area, there is a teeming, dynamic activity that hourly grows more intense—its population of well over a million people makes it the Fourth City in America.

¶ Its 836 miles of paved streets resound constantly to the whir and the hum of motors, to the passing of the rush of commerce. Its 4,000 factories are alive with the stress of commercial endeavor, and pay out nearly one and a half million dollars daily in wages.

¶ Thousands of homes, factories, stores, hotels, office buildings and warehouses are being erected, and its building permits make it the third city in America in the value and volume of construction work.

You Should Enter This Market NOW

¶ You can reach the greatest percentage of the potential buying power of this great market through The Detroit Free Press. Its eighty-eight years of newspaperdom—its prestige and power among the REAL BUYING CLASS of the city makes it a POWERFUL SALESMAN for the manufacturer who has a product or a service that he would like to sell SUCCESSFULLY in Michigan's metropolis.

The Detroit Free Press

"Advertised by its accomplishments"

DETROIT, MICH.

VERREE & CONKLIN, Inc.

Foreign Representatives

NEW YORK

CHICAGO

DETROIT

ADVERTISERS SERVED BY

Barton, Durstine & Osborn

INCORPORATED

ALEXANDER HAMILTON INSTITUTE

Executive Training

Astor Place, New York

ATTERBURY MOTOR CAR CO.

Atterbury Trucks

Elmwood & Hertel Aves., Buffalo, N. Y.

**BUFFALO HOUSEWRECKING &
SALVAGE CO.**

Portable Garages

Syracuse St. & Erie R. R., Buffalo, N. Y.

A. B. CHASE PIANO CO. Inc.

Pianos and Reproducing Pianos

9 East 45th St., New York

CRESCENT TOOL COMPANY

Wrenches, Pliers, etc.

Jamestown, New York

DENNISON MANUFACTURING CO.

Tags and Paper Products

Framingham, Mass.

DOUBLEDAY PAGE & CO.

Books

Garden City, New York

EARL & WILSON,

E & W Collars and Shirts

Troy, New York

EPISCOPAL BOARD OF MISSIONS

The Nation-Wide Campaign for the Church's Mission

124 East 28th Street, New York

FRENCH VALLEY SPRINGS CO.

French Valley Ginger Ale

Ellicott Square, Buffalo, N. Y.

GENERAL BAKING CO.

Bond Bread—25 Bakeries

45 East 17th St., New York

GOODELL & CO.,

Mail Order Haberdashery

Durastex Bidg., New York City

GRANGER & CO.

Roasters of "Royal Blend" Coffee

Broadway & Ellicott Sts., Buffalo, N. Y.

GREENFIELD TAP & DIE CORPORATION

Screw Cutting Tools

Greenfield, Mass.

HEWITT RUBBER CO.

Hewitt Tires and Mechanical Rubber Goods

Kensington Ave., Buffalo, N. Y.

HOTEL LENOX

North Street, at Delaware Ave., Buffalo, N. Y.

Completing our organization as
planned, we announce that

Alex F. Osborn

has been elected Vice-President
of the company and that August 1
will be changed from

Barton & Durstine

INCORPORATED

Barton, Durstine & Osborn

INCORPORATED

Mr. Osborn has been the active
head of the E. P. Remington Agency
in New York. He will open and
conduct the Buffalo office of our company.

BRUCE

President

ROY S.

Secretary

Barton, Durstine & Osborn

INCORPORATED

Advertising

25 West 45th St., Ellicott
New York City Buffal

D
our organization as originally
announced that

Alex F. Osborn

ected vice-president of our
that August 1st the name
ed from

Durstine & Osborn Co.
INCORPORATED

Durstine & Osborn

INCORPORATED

has been the active head of
Durstine Agency in Buffalo,
will own and conduct the
of our company.

BRUCE BARTON
President

ROY S. DURSTINE
Secretary & Treasurer

Durstine & Osborn

INCORPORATED

Advertising

St., Ellicott Square Bldg.,
Buffalo, N. Y.

H-O COMPANY

"H-O Oatmeal"
"Force" Wheat Flakes
"Presto" Flour

Fulton Street, Buffalo, N. Y.

IROQUOIS BAG CO.

Burlap Bags
Howard Street, Buffalo, N. Y.

LEWIS & CONGER

Household Utilities
43rd St. & 6th Ave., New York

McBRIDE'S THEATRE TICKET OFFICES, Inc.

Theatre Tickets
1497 Broadway, New York

MCGRAW-HILL COMPANY INC.

Chemical & Metallurgical Engineering, Engineering &
Mining Journal, Engineering News Record, Coal Age,
Power, Electric Railway Journal, Ingenieria Interna-
cional, Electrical Merchandising, Electrical World,
American Machinist

10th Avenue & 36th St., New York

CONDÉ NAST PUBLICATIONS

Vogue, Vanity Fair, House & Garden, Costume Royale
19 West 44th St., New York

CHAMBER OF COMMERCE OF THE UNITED STATES

The Nation's Business
Riggs Building, Washington, D. C.

ONTARIO BISCUIT CO.

Family Soda Crackers
Buffalo, N. Y.

OVINGTON'S

"The Gift Shop of Fifth Avenue"
312 Fifth Avenue, New York

ROSS HEATER & MANUFACTURING CO.

Expansion Joints, Feed-Water Heaters, etc.
West Ave., Buffalo, N. Y.

SCRIBNER'S MAGAZINE

In 100,000 Quality Homes
399 Fifth Avenue, New York

NEW YORK TRIBUNE

"New York's Fastest Growing Newspaper"
Tribune Bldg., New York

UPSON CO.

Upson Board and other Fibre Board Products
Lockport, N. Y.

UNITED PROFIT SHARING CORPORATION

Profit Sharing Coupons
18 West 18th St., New York

UTILITIES MUTUAL INSURANCE CO.

Compensation Insurance

Buffalo N. Y. and 3 Nassau St., New York

WILDROOT CO.

Wildroot Cocoonut Oil Shampoo, etc.
Edwards St., Buffalo, New York

YAWMAN & ERBB MFG. CO.

Filing Equipment and System Supplies
Rochester, N. Y.



Now We Want To Tell You About Hammermill Cover

We've been making Cover for some time — better and better Cover, all the time. Today, it's right up to Hammermill standards in every respect. It assures you a snappy, attractive booklet —and saves you money. For samples and full information, write Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Advertising That Reduces the Cost of Railroad Ties

Lehigh Valley Railroad Discovers a Source of Supplies That Proves to Be Worth While

By J. G. Condon

THIS is a story of an advertising campaign to build up a permanent source for materials urgently needed by an industry. The idea itself may not be entirely original but the advertiser and the commodity sought, lend a new angle to the proof of the powers of advertising.

In the case in point the seeker after a new base of supplies was a railroad and the commodity sought was the prosaic but highly important railroad tie.

The Railroad Administration, through its Regional Purchasing Committees, has purchased ties in great quantities in the lumber regions of the country, parcelling them out according to the needs of the various systems. They have not attempted to supply all of the lines with all the ties they need. Every railroad, even in the more thickly settled sections of the East, obtains some ties from people living along its line. Farmers clearing new lands have been a fertile source; every wood working industry has helped. The Regional Committees made no attempt to stop the railroads from obtaining home made ties, but in view of the central purchasing they were doing it was decreed that no railroad should buy ties through the regional committees or on its own line.

With only the limited number of ties to be expected from the central administration it soon became apparent that railroads would have to increase the output along their own lines. Most of them followed the usual procedure. Signs were placed in all passenger and freight stations saying that ties were wanted, section foremen were urged to canvass their territories for ties and as a last resort scouts were sent in-

to the highways and byways, the thickets and the forests seeking everywhere the festive tie.

Upon the Lehigh Valley the demand for ties was as great as elsewhere. In the first four months of 1918 a total of 20,269 ties were produced along its line—not many on a railroad consuming over half a million annually—but a 20,000 that were none the less welcome. How to produce more was the question.

And the inevitable solution—in the form of a question: Why not use newspaper advertising to get them?

There was, of course, some objection: the familiar, "Who had ever heard of such a thing?" that so frequently confronts believers in advertising. The people who made ties didn't read newspapers! Advertising would not produce enough ties to pay for its big cost. The objectors were prevailed upon to stand aside, however, and advertising for ties followed.

UNCOVERS A NEW SOURCE

Early in the year the first advertisements appeared—want ads in the newspapers of Newark, Easton, Allentown, Wilkes-Barre, Rochester and the like small display ads in weekly newspapers in Tunkhannock, Pa., Waterloo, N. Y., Naples, N. Y., etc., all located on the line of the Lehigh Valley. A total of 40 newspapers were used. It was a call for ties—nothing more, except a promise to pay the best prices and a request that those interested write the purchasing agent of the railroad at New York for particulars.

Answers began to come immediately—letters of inquiry and letters about ties. The railroad officials have not stopped to

count the letters, but they do know what they have been able to buy in the way of home manufactured ties. For the first four months they have purchased 80,477 ties—an increase of 60,208 ties over the amount purchased in the same time in 1918, an increase of 297 per cent.

To obtain this increase, the railroad spent only \$215. This means that each additional tie was obtained at an expenditure of three and a half mills. In the meanwhile the railroad spent something like a dollar and a quarter per tie among people located on its own line, thus keeping the money circulating in its own territory.

"But that is not all," said F. L. Blendinger, Federal Manager of the Lehigh Valley. "The advertising has created regular tie producers for us on our own rails. We didn't know they were there before and they did not suspect it themselves. But they are going into it in business-like fashion now, they know they have a steady and continuous market for their product and there is good money for them in ties. The advertising has begun to show results, but the biggest results are yet to come as these producers get the knack of turning out good ties quickly and efficiently. These ties will tend to make our roadbed better. The advertising has a high permanent value for us."

McCahill a Partner in Tucker Agency

Charles F. McCahill, who has handled the foreign advertising for the Boston Publishing Company, and more recently been manager of the sales service department of that firm, has resigned to become a partner in the Tucker Advertising Agency of New York.

New Motor Truck Will Be Widely Advertised

The Diamond T Motor Truck Company, Chicago, will start in the near future an extensive campaign in national weeklies and metropolitan newspapers. Copy will be placed by the Fred M. Randall Company, also of Chicago.

Voting Privileges for Traveling Salesmen

From time to time individual associations of salesmen, as well as individual salesmen have made efforts to obtain the right of voting by mail and in at least one State—Minnesota—traveling salesmen are privileged to do so when away on selling trips. In the State of New York, co-operative work on the part of the National Council of Traveling Salesmen's Association has resulted in the passage of the Martin Bill, permitting salesmen and other travelers to vote wherever they may be on Election Day. This measure is to be passed on by the voters next November and the association is bending every effort towards its acceptance.

The National Council of Traveling Salesmen's Associations is a federation of ten prominent salesmen's organizations, with a membership of 10,000. In addition to the foregoing, the Association is working out plans for a monthly organ, which it is intended to issue about August 1, under the title of *The National Traveler*. Another activity which is taking shape is the project of the Association to erect in New York a \$5,000,000 clubhouse for traveling men.

French Advertising Tax Opposed

The proposed Government tax of 5 per cent. on newspaper advertising in France has been opposed bitterly by the French publishers. In fighting the tax the newspaper owners took the attitude that the tax would hamper advertising just at the time it was most needed to help reconstruction of French industry and commerce. One journalist suggested drastic action against the legislators. He proposed that all parliamentary news be condensed to telegraphic form and that the names of all but the really great statesmen be omitted from the reports. "An eye for an eye" was this writer's battle cry.

Finch With Irving National Bank

Frank B. Finch, for the last 10 years vice-president of the Chase Publishing Company and business manager of the *Western Financier*, of Kansas City, Mo., has resigned to become Southwestern representative of the Irving National Bank, New York. Mr. Finch was, at one time, advertising manager of the National Bank of Commerce, of New York.

Howard-Garfield-Gray an Art Studio

Due to a misunderstanding Howard-Garfield-Gray, of Detroit, was referred to in a recent issue of PRINTERS' INK as an advertising agency, whereas the organization is really an art studio.



Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



**BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK**

Poster Men Will Show Services Rendered in the War

Convention at Atlantic City Indicates Prosperity of the Industry—K. H. Fulton Points Out How Good Will May Be Conserved.

GREATER and better service to the advertiser was the keynote of the twenty-ninth annual convention of the Poster Advertising Association held at the Breakers Hotel, Atlantic City, last week.

Following the addresses of welcome by Hon. Underwood Cochran, Commissioner of Atlantic City, and Samuel Leeds, President of the Chamber of Commerce, were speeches by E. Allen Frost, Counselor for the Association, and National Secretary W. W. Bell, directed particularly to the plant owners and emphasizing the importance of rendering efficient posting service to the advertiser.

Kerwin H. Fulton, president of the Poster Advertising Company, emphasized the point that poster boards, even though there might be more business than space to carry it, should not be erected on every single vacant lot, on locations which were of little use to the advertiser and in such places as might lose the good will of the public and in consequence lead to legislation against the medium.

It is the plan of the Association to issue a special Victory number of the *Poster Magazine*, official organ of the Poster Association, containing reproductions of the many posters created to advertise the Liberty Loans and various war charities. Hundreds of copies will be sent out by the various organizations to the legislators in their various States. The idea is to show the legislative representatives just what poster advertising did for the Government in furthering its interests during the war.

John Sullivan, secretary of the A. N. A., warned the members against an increase in rates by stressing the point that the advertiser could not and would not pay much higher rates for his ad-

vertising space. He said: "The manufacturer of nationally advertised goods was the last to raise prices to the public on his merchandise; he was a safeguard to the consumer during the war and served as an assurance to the public against unfair prices. The national advertiser cannot easily advance prices because in his advertising he has gone on record with certain definite prices and the public naturally expects him to maintain them as far as possible. If you men raise the price of your medium—and I might say this applies to any medium—beyond the point that the advertiser considers it economy to use it, then it will simply become a case of cutting it out and using something else. No advertising medium is indispensable. The advertiser may seem to be spending money generously during this great wave of prosperity, but the fact is, he is studying the value of a dollar more seriously than ever. He is not spending his money injudiciously; he wants real market information, and the poster men must render such service in order to get more advertising. Over 5,000 requests for market information will be handled from the offices of the A. N. A. during the next year."

ADVERTISER STUDIES VALUES

In conclusion Mr. Sullivan stated that the advertiser wants to know the marketing value of the medium in all the various States and cities, as he is going to use that medium which proves the most economical in the distribution of his merchandise.

Miss M. G. Webber, of the Fisk Rubber Company, told how her concern successfully used the art poster which had won the approval and good will of the public. Designs by Maxfield Parrish have proven very effective, and by se-



Attention Scribes

Here's an added attraction at the Convention of the Associated Advertising Clubs of the World—still another reason why you should be making "non cancellable" plans to come down the week of September twenty-first. THE NEW ORLEANS ITEM—largest afternoon, and Sunday newspaper in the South, offers cash prizes of \$500 for the best advertisements printed in its columns during the convention week, \$250 to the writer of the best "local" advertisement, \$250 to the writer of the best piece of "foreign" copy.

There are no complicating conditions—in fact the only stipulation is that the competing advertisement must appear in THE NEW ORLEANS ITEM at least one day during convention period—any size copy—any article, of merchandise or service—and you don't have to "enter" to have a chance for the prize. Simply send your copy along—through the regular channels.

Whether you win the prize or not—you'll be talking to a great audience of more than 75,000 (in the daily) or more than 90,000 (in the Sunday) prosperous, responsive Louisianians and Mississippians—who have money to pay for the things you have to sell.

Here Is the Committee That Will Decide

William C. D'Arcy, Chairman—President of the Associated Advertising

Clubs of the World and President of the D'Arcy Advertising Agency, O. C. Harn, Director of the National Commission A. A. C. of W. and Advertising Manager of the National Lead Co., and Stuart O. Landry, President of The Chambers Agency, Inc., and Lecturer on Marketing and Selling, Tulane University of Louisiana.

Who Gets the Prize

The prize will be paid to the WRITER of the advertisement, not to the firm or the individual whose name is signed to the ad.

How the Copy Will Be Judged

The copy will be judged by the accepted standards of what constitutes a good advertisement. Here are some of the points—Attention-getting value, copy style, sales points, illustrations and art work, headlines, typography, etc.

No Rules

There are no rules or regulations. You do not have to "enter" or send in your name. The committee will pick out the prize winner strictly on its merits. The prize winner may not even know of the contest.

THE NEW ORLEANS ITEM makes this offer for the furtherance of better advertising.

THE NEW ORLEANS ITEM NEW ORLEANS, U. S. A.

JAMES M. THOMSON,
Publisher

ARTHUR G. NEWMAYER,
Associate Publisher

Largest Afternoon and Sunday Newspaper in the South
THE JOHN BUDD COMPANY, National Advertising Representatives

New York

St. Louis

Chicago

NOTE: New Orleans is a splendid territory in which to try out a campaign. Not only is it more prosperous than ever before, but the population is cosmopolitan, and when a product can be placed on the market here it is pretty apt to succeed in other places. Why not try out the New Orleans territory this fall? THE NEW ORLEANS ITEM offers you a real sales opportunity backed by a real merchandise service. Send for a copy of "Merchandising and Advertising," the ITEM'S little newspaper for retail New Orleans.



SYSTEMS

Prepared by The H. K. McCann Company

FOR FORMS— *A durable paper*

Office forms—constantly traveling around from department to department, individual to individual—repeatedly filed and removed—naturally require to be printed on a durable paper.

The same qualities that make Systems such an excellent choice for letterheads make it most satisfactory for forms. This rag-content loft-dried bond stands up against the wear and tear of handling and filing.

Ask your printer to try Systems for your next order of forms, as well as your letterheads. He can also obtain for you our book "The Modern Manufacture of Writing Paper," interesting and valuable to the paper buyer. It presents worth while information in a non-technical fashion.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, Atlantic and Manifest marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine



BOND



*"The Rag-content Loft-dried Paper
at the Reasonable Price"*

curing his services the company had found a latchkey to the studios of other famous artists who had formerly refused to do commercial work. These artists, according to Miss Webber, really entered the commercial field as a result of the beautiful war advertising posters.

M. F. Reddington, of the Poster Advertising Company, speaking on the future of poster advertising, said that the medium was here to stay if the advertiser was given good service. He stated that the volume of business this year is the greatest in the history of the medium and that he, personally, had already closed contracts for this year and next year amounting to nearly five millions of dollars.

LITHOGRAPHERS CROWD PRODUCTION

That the increased cost of poster art, lithographic printing, inks and materials was becoming a serious matter was brought forth in a speech by Joseph Deutsch, representing the National Association of Employing Lithographers. He stated that the plants of the ten lithographers who do most of the poster printing were taxed to capacity and pleaded for more time in completing jobs. It would be to the interest of the advertiser and a help to the lithographer if the latter were given more time to turn out good designs and make faithful reproductions.

Colonel Conrad, in charge of the Publicity Bureau of the Recruiting Service for the U. S. Army, spoke of the value of the poster in helping to win recruits and furthering war activities in general. Other speakers were Donald G. Ross, of the Poster Advertising Company; V. P. McKinney, advertising manager of the Ward Baking Company; "Joe" Chapple, editor of the *National Magazine*; H. R. Doughty, of the Ivan B. Nordhem Company; Rev. Floyd Poe, of El Paso, Texas; Col. W. T. McIntyre, of the Salvation Army, and his two daughters.

A committee of twelve was appointed, one man in each Federal

Reserve District, to co-operate with the U. S. Government and Treasury Department on any matters pertaining to Government relations.

The following officers were re-elected for next year: E. C. Cheshire, Norfolk, Virginia, president; Milburn Hobson, Independence, Kansas, vice-president; W. W. Bell, Chicago, national secretary; S. C. Ghaster, Fostoria, Ohio, treasurer. Directors: New England District, E. C. Donnelly, Thos. R. Burrell; Central District, H. C. Walker, P. B. Haber, O. J. Murry, H. E. Morrison, Geo. L. Chennell; Western District, J. H. Brinkmeyer, C. B. Philby, A. B. Beall; Southern District, R. S. Douglas, W. W. Workman, Morton T. Price, E. C. Cheshire; Southwestern District, Harold Kayton, John P. Baird; Pacific Coast, A. F. Lausen; Eastern District, Kerwin H. Fulton, W. J. Ferris, James Reardon, Tom Nokes, H. F. O'Melia; Canadian District, E. L. Ruddy.

A special feature of the programme was free entertainment to the members and guests, including yachting, the amusement piers, rolling chairs, bathing—everything excepting airplane flights.

Route It Via Air

The Adams Aerial Transportation Co., Inc. is working on plans to criss-cross the United States with airplane delivery routes. It has already undertaken the charting of an air route with stops at Newburgh, Hudson, Poughkeepsie and Albany. Its rates will be based on the results of a study of this route.

It has already made deliveries for R. H. Macy & Co. and Franklin Simon & Co. Recently it delivered merchandise, packages that ordinarily would have gone out in the regular routine, to Macy customers in Poughkeepsie and in Hudson, N. Y. Franklin Simon sent a dress for delivery to Mrs. Al Smith, wife of the Governor.

The Building Situation in Italy

It is interesting to note the effect that the high rents caused by the shortage of buildings is having in Italy. In Rome, it is reported, rents are so high and apartments so scarce, that the natives are reverting to prehistoric dwellings in the form of caves. The caves are side by side with numerous institutions of learning and art and are being made in the tufa rocks of Rome.

PRINTERS' INK

*Your
Dealer
Helps*



Without co-operation from the retailer
most national advertising campaigns
would be failures.

What better way is there to stimulate
dealer co-operation than by using the
attractive, distinctive, high quality
Karle lithographed street car cards,





hangers, posters, calendars, cut outs, counter displays, and effective box tops, cartons, labels, etc.

The Karle Lithographic Company has built a reputation by continuous performances. It was won first, and then held because we gave and still give our

PRINTERS' INK

customers quality pre-eminent and service that's ahead of the other fellow.

Many of the most prominent national advertisers in the United States we claim as satisfied customers; simply because they continue to come back to us year after year for that better kind of lithography.

The fact that we have been satisfying these well-known firms should prove to you that we can do your work.

Write to our nearest office. Our branch manager will give you the kind of service you will appreciate.

New York, 512 Fifth Ave.

Chicago, 150 N. Wells St.

Philadelphia, Fidelity Mutual Bldg.

Boston, 7 Water Street

St. Louis, Railway Exchange Bldg.

Kansas City, 4101 Virginia Ave.



KARLE LITHOGRAPHIC CO. QUALITY

**KARLE LITHOGRAPHIC CO.
ROCHESTER, N.Y.**

Sells Service First, Then the Product It Manufactures

The Lamson Company Makes a Searching Investigation of Conditions Before Recommending That Its Apparatus Be Bought

By Leonard Etherington

CERTAIN businesses must base their success on the thoroughness of preliminary investigation, to see whether the product they make would be of service to the would-be customer. If it is found to fit, perhaps a certain type of the apparatus is indicated by the report which is quite different from what a more hasty diagnosis would have pointed out. Any reader of *PRINTERS' INK* will be able to make his own list of manufactured appliances which fall in the groove here shown.

The Lamson Company, of Boston, makes apparatus of this particular nature, and an account of the work its salesmen do before making a sale or even recommending that its product be purchased should be helpful to many another manufacturer.

"We train our salesmen not to sell our apparatus, but what Lamson Service does for our customers," said Clark T. Cutting, general sales manager of the company, during the course of a recent conversation.

I had asked Mr. Cutting to tell me something about his selling and advertising methods. The company's business of making gravity mechanical conveyors and pneumatic tube and other carrier systems is sharply divided into two parts. One is devoted to the manufacture and sale of carrier and conveying systems for retail stores; the other, similar systems for factories, wholesale houses, banks, post offices and other large concerns.

"We have thirteen district offices in this country and Canada," said Mr. Cutting. "Each of these territories is controlled by a district manager. In cases where a territory is too large to be run entirely from the district manager's office

we have branch offices, with sub-managers, who report to their district managers.

"Each district and branch manager has a corps of assistants and a selling, an engineering and a construction staff. Each district makes and closes its own contracts, but all contracts are executed at headquarters in Boston.

"When one of our salesmen starts to work on a retail store he has two phases of operation to which he has to direct his attention. The first is the store's cash and change handling system. The second is the merchandise handling system, including receiving, handling and delivery. He makes a thorough analysis of both, taking into account present equipment and system, the needs of the store, and how he can improve these conditions.

STUDY COVERS BROAD FIELD

"This study includes analysis of the store layout, relation of departments to each other, location of departments, accounting offices, an analysis of the sales check system and how it can be simplified. Then there is the placing of the receiving and delivery rooms.

"As an example of our system, I recall that we recently suggested to a retail concern that they move the delivery department from its location in the basement to another part of the building and utilize the valuable basement for selling space. In another case the delivery department of a store, due to growth, had become congested. We evolved a plan for suburban delivery whereby the entire department was removed to a combined garage and delivery room some miles from the store. There a building was designed and specially constructed to handle the

sorting and loading of the delivery wagons with a minimum of human labor.

"All these details we collect about a store and a lot more facts are set down on a questionnaire that we have printed for the help of our salesmen. The plan of the store is carefully diagrammed and studied. We find out how merchandise goes into the building, how it is routed and marked and put into stock. We also look into the methods employed for getting stock from reserves into selling space on requisition. All factors in these transactions are carefully studied, and our recommendations are based both on existing conditions and on how they can be improved by means of our service.

"After we have seen how the merchandise is routed into the store we then have a number of other problems to consider. They consist of the sorting of goods, their storage, handling, the number of salespeople required for given stocks, and, in fact, the whole scheme of operating.

"Our recommendations are based on the type of business and classes of patronage catered to and the proportion of each, and the activity of transactions in each department. On general principles it may be said that there are three grades of retail stores. The first is the store that herds the customers in, takes away their money and gets them out again as fast as possible. The next higher grade gives a certain amount of service and wants its customers to feel at home in the store, and caters generally to the great middle class. To this class belongs the average high-grade department store.

"Then there is the exclusive store, which caters for the most part to what is known as the charge customer and the carriage trade. In each of these classes of stores the system we recommend is necessarily different.

"Besides all this, in every store we have to find out the volume of business transacted and the kind of future business the merchant expects and wants. We also go into the question of the periods of

greatest activity in the store, in order to work out a system by which the operating crews may be made more elastic and transferred, if necessary, to take care of special demands in any department. All these facts and statistics and many others must be compiled, and a careful analysis made of the whole scheme of the business in regard both to its present needs and its probable growth.

"All factors in the transactions and methods of the store having been analyzed, our recommendations are based both on existing conditions and on how they can be improved by Lamson Service.

"In a factory study still other problems present themselves. We go carefully over the whole production methods of the concern from the planning department, then on to the introduction of the raw material in the receiving room, through the details of manufacture, to inspection, storage and final shipping. Our reports are very complete and fully cover the advantages of conveyors or tubes in saving space, bringing along material as wanted in process of manufacture, and tell how the material may be made to flow along easily from one department or machine to another without stoppage or delay.

HOW RECOMMENDATIONS ARE MADE

"In a recent case, when we first inspected a certain factory making furniture we found large spaces between the various machines. These spaces were continually packed with the bulky goods made, awaiting their turn at each machine. By means of a system of overhead conveyors we were enabled to place the machines close together and allow each piece of furniture to travel from one machine to another just fast enough for the operators to perform their various operations, put the furniture back on the conveyor for transfer to the next machine, all without loss of time or waste of valuable factory space."

In most factories a great deal of time is lost by operators in

"Responsive Circulation"

10,104 inquiries

*a circulation total
of 25,000 plus*

in one month from our readers asking for
investment advice.

(*letters on file in our office*)
proving two things definitely :-

The Magazine of Wall Street is used by
the people who buy it.

People who buy it have money to spend,
the kind of people who will buy your
merchandise.

**The
Magazine of Wall Street**

issued every other Saturday at

42 Broadway

New York City

LIFE.

LIFE'S Christmas Annual Color Inserts

Date, December 4.

Immediate decisions
necessary because of me-
chanical requirements.

All plates, copy and final
O. K. LIFE'S Advertising
Department by October
1st, noon o'clock.

WIRE Reservations.

Gee. Bee. Art.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537 Chicago.

going to and from the tool cribs and in waiting there until the required tools and supplies are handed out to them. The Lamson Company has a carrier system by means of which a machinist wanting a tool puts a note in a basket carrier by his machine. The note states the tool required and the number of the machine at which the operator is working. Then he goes on with his work while the basket takes his message and brings back the tool he wants. In factories where the hands are on piece work time is a great factor, and much time has been saved by the installation of pneumatic tube systems for job tickets.

"The selling end of our business," said Mr. Cutting, "is rather complicated, owing to the nature of our products. We control our district managers from Boston. The district managers control their crews. All our salesmen receive a preliminary training at our executive offices in Boston and then go to our factory at Lowell, Mass., for a time and study our methods of manufacture and engineering plans and systems. Before starting out, all salesmen are supplied with engineering data and the prices of our standard equipment. As a great many of our industrial installations require special equipment, this work and the cost figuring has to be taken care of by our field engineers. These men help the salesmen to plan on installations and figure on all work.

"While we have a large publicity department and spend a great deal of money on advertising, we insist on our salesmen 'pulling door bells' to get new business rather than wait for inquiries to come to them. In fact, it is because we do go after orders that we have built up such a countrywide business. We train our salesmen not to be mere peddlers of merchandise and order-takers, but to be of real service to our customers.

"We handle our salesmen very differently from most other concerns, both as regards territory and commissions. The salesmen in most territories do not work each in a restricted area. All the

salesmen in a territory are practically footloose and may sell in any part of that territory. That makes for healthy competition and keeps them on their toes. On the other hand, a salesman who has a prospect and his report shows he hasn't called on him for ninety days, is given a week's notice by the district manager. If he does not show progress or a sale in that time the prospect may be declared open and other salesmen may approach him if they wish. The manager has the right always to take away a prospect at any time from a salesman and turn the work over to another if he thinks the first salesman is not handling the case properly."

Aero Mail Service in South America

South America is taking a great commercial step forward by the introduction of aero mail service, and Colombia will have this modern aid to commerce in operation in the near future, according to a report received and transmitted by Dr. Urueta, Minister of Colombia, to John Barrett, director-general of the Pan-American Union.

The postmaster-general of Colombia, says the report, has issued a call for bids for the carrying of mail by airplane between Bogota, the capital, and many other cities in that country. Bids are to be opened November 20. Concerns in the United States that are interested, it is announced, may obtain details and further information by applying either to the Colombia Legation or the Pan-American Union.—*New York Daily News Record*.

Parcel Post Service to Seven More Countries

A considerable widening of the field in which American mail-order houses may operate and a consequent stimulus to American manufacturers has been effected by the postal department.

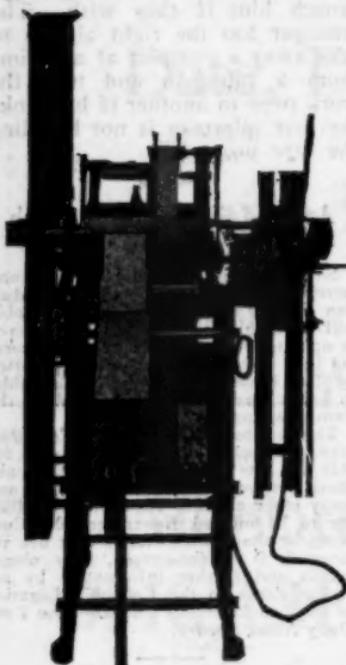
Due to the efforts of the advisory committee on international parcel post, of which M. D. Howell, export manager of Montgomery Ward & Co., is chairman, the United States now has reciprocal parcel post relations with Egypt, India, Corsica, Morocco, Algiers, Tunis and Siam.

Persons in touch with postal affairs at Washington report an entirely new spirit there with regard to the extension of parcel post agreements with foreign countries, and it is expected the United States eventually will be put on the same footing as Great Britain in this respect.

SPEED ACCURACY ECONOMY

in the handling of addresses for publishers are guaranteed by

THE BELKNAP SYSTEM



No. 5 Duplex.

The No. 5 Duplex Machine, in one operation at a continuous speed of 7,500 per hour, will

1 Address and list names on maller strip.

2 Print and cut proof of stencils in strips at any lengths for binding.

3 Automatically pick out expiring stencils and file them in separate drawers.

4 Count and register the number of subscriptions, automatically skipping and not counting postal divisions.

RAPID ADDRESSING MACHINE CO.

Belknap System

32-46 West 23rd Street NEW YORK

How Does British Merchandising Differ?

Advertising and Sales Conditions in United Kingdom Contrasted With Those in the United States—More Manufacturers Sell Direct to Retailers—Importance of Co-operative Societies *

NORMAL market conditions in Great Britain are particularly favorable to efficient sales effort. In general, trading conditions are parallel to those in the States—that is to say, the chain of middle men, including wholesaler and retailer, is organized in very much the same way, and discounts and allowances are in general on the same basis.

In Great Britain, however, there is a larger proportion of important manufacturers who sell direct to the retail trade. This is accounted for in some measure by the condensed market. Distances between large markets are very short, and, in fact, the whole area of the United Kingdom market is only about equal to the area of New England, New York and New Jersey.

This market does not afford the same opportunity for mail-order trade as the States; the population is comparatively congested and in towns of considerable size containing many shops. The public, therefore, is accustomed to buy at the local shop. There are but few distinctly mail-order houses, and these, compared with the similar houses in America, are mere decimals. There is considerable mail-order trade done by the large London retail stores.

The co-operative societies in Great Britain are of very great importance. It is estimated that there are 9,000,000 people securing their daily supplies from the British co-operative societies. These societies number 1,600, with an annual turnover estimated at over

*Abstract of an answer by the Trade Information Committee of the American Chamber of Commerce in London to an inquiry from a United States exporter.

The Boys' World



IS THE ONLY *WEEKLY BOYS' PAPER OF NATIONAL CIRCULATION*. Such advertisers as Wrigley's Gum, Winchester Arms, Pennsylvania Rubber Company, Firestone Tires are among those appreciating the advantage of effectively reaching the boy-field with the timeliness or frequency, or both, that our immense weekly circulation provides. Results are immediate, and in surprising volume. Without our average of 410,000 boy-subscribers—regular fellows—who receive *THE BOYS' WORLD* every week, you fail—and by a wide margin—to cover the boy-field 100%.

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York

Chas. H. Shattuck, People's Gas Building, Chicago

Sam Dennis, Globe-Democrat Building, St. Louis

Cook's Weekly Trio: A Million Boys and Girls

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY



BETTER PRINTING

You might like to have a Monograph entitled "Seeing America First," which we recently printed for the Champion Coated Paper Company. It is a fair example of Better Printing. Some rather remarkable photographs make this Monograph unusually interesting. Copies will be sent without charge to buyers of printed matter.

PUBLISHERS PRINTING CO.
217 WEST 25th STREET
Chelsea 7840

First-hand investigation of the British advertising situation demonstrates that the Odhams Group dominates Britain.

*If YOU are interested, let us amplify
the following brief particulars:*

Average Sale Per Issue	PUBLICATION	Character of Paper and Circulation	Adv. Rate	Page Size
1,500,000	John Bull . . .	More powerful and more widely read than any other British periodical. Circulates among all classes everywhere in the British Isles.	\$1,700 Per Page	11 x 9
250,000	National News	Britain's only independent Sunday newspaper, read by the well-to-do classes.	\$10.00 per s. c. in.
150,000	Passing Show .	Clever satire and clean humor in prose, verse and picture, appealing to people who appreciate the good things in life.	\$225 Per Page	10 x 7
20,000	The World . . .	Authoritative review of the week's happenings. Reaches influential and society people, clubs, etc.	\$100 Per Page	10 x 7
150,000	London Mail .	"Gossipy" society and humorous weekly, popular among people interested in personalities, art, theatres, etc.	\$200 Per Page	10 x 7
150,000	Pictures	Illustrated weekly read by the screen-loving public.	\$100 Per Page	10 x 7
90,000	Everywoman's	Popular home magazine — fashion, cookery, toilet, nursery, etc.	\$100 Per Page	7½x5

ODHAMS LIMITED, LONG ACRE, LONDON

PHILIP EMANUEL, Advertisement Manager

Represented temporarily in U. S. A. by

ARTHUR TAYLOR

Old Colony Club, Hotel Manhattan, New York
who will gladly send Specimen Copies, Rate Cards
and other information

150,000,000 pounds sterling. They are strongest in the manufacturing centres, and at some points almost dominate the trade. They prefer to sell goods of their own production and unbranded goods, but proprietary goods in active demand are also handled by them in enormous quantities.

The chain or multiple-shop trade is also a large and growing factor, although many of these enterprises deal in a very limited range of goods of their own manufacture.

Advertising media are very efficient if properly selected. There is very little subscription to either weekly or monthly publications in this country. Circulation is very largely by newsstand purchase. There are many papers both weekly and monthly, of considerable circulation, that permit an advertiser to select media well calculated to reach a distinct class of the public.

British newspapers afford a good intensive advertising media. Most of the London morning and Sunday papers are practically national. Their advertising cost is approximately the same per inch per thousand as in American newspapers. There is this difference—they do not usually contain so many pages, their make-up is more subdued, and, before the war, there were seldom headlines exceeding single columns.

The greatest advantage, however, consists of the absence of page and half-page store advertising. Outside London there is practically none of this big spread of local advertising, and in London very little as compared with American papers. The result is that a quarter page in a British newspaper is as dominant, sometimes more dominant, than a full page in an American newspaper. The same ratio of publicity value attaches to smaller spaces.

Service Man Joins Walker & Co.

Gordon K. MacEdward, formerly connected with the H. A. Jones Company, Detroit, and recently returned from service in the army, where he assisted in conducting an advertising course, has been appointed sales manager for Walker & Co. in Detroit.

MORE THAN ONE THIRD of the Advertising Space



for 1920 is Already Sold

THE amount of available Advertising Space in "PUNCH" for 1920 will be increased seventy-five per cent.

But at this date more than One Third of the total available space for 1920 is sold, and the flood of advance orders shows no sign of decreasing.

The only way for advertisers of high-class goods and service to make sure of space in "PUNCH" for 1920 is to come to an early decision and instruct their agents explicitly to book as quickly as possible.

Agents should lose no time in advising their clients that delay is dangerous if any of "PUNCH'S" profitable space is desired in

1920

ROY V. SOMERVILLE
Advertisement Manager, "PUNCH"
10 Bouvelie Street,
London, Eng.

Harry Hohnhorst

**is now a member of
this organization**

Mr. Hohnhorst has been chosen as one of our artists because of his ability to draw forceful black and white illustrations in any medium. His skill is peculiarly well applied in the making of industrial scenes.

The work that comes from Mr. Hohnhorst's easel is structurally well founded and technically correct, and his characters represent a forceful and sturdy type of American workman.

Mr. Hohnhorst is only one of the staff of specialists whose services these studios offer clients who appreciate the best in advertising illustration.

Louis C. Pedlar, Inc.

Counsel in Art

95 Madison Avenue, N. Y.

U. S. Leads in Brazil's Trade

The National Bank of Commerce pointed out in statistics recently that the United States had become the chief factor in the import trade of Brazil during the last five years. In 1918 that country's total imports aggregated \$247,000,000, of which the United States supplied commodities valued at \$89,000,000. British shipments to Brazil amounted to \$50,000,000, those of Argentina \$47,000,000, and the imports from France \$12,000,000. In 1913 the United Kingdom led in exports to Brazil, supplying her with goods valued at \$80,000,000 out of total imports of \$326,000,000. Germany then stood second with \$57,000,000, while the United States shipments to the South American country amounted to \$51,000,000.

Changes in Orange Judd Co.

Thomas A. Barrett, for many years the head of the advertising department of the National Farm Power papers, will assume the management of the publishing work on the *American Agriculturist* and *New England Homestead*. Mr. Barrett will remain in the New York office.

J. W. Hastie, formerly of the Minneapolis office of these publications, but for the past eight months located in the New York office, now takes the title of Eastern advertising manager with offices in New York.

Appointed New England Manager of "Red Cross Magazine"

Joseph J. Lane has been appointed New England manager of the *Red Cross Magazine*, with offices in Boston. Mr. Lane was the founder of *Boy's Life* and *Boy Scouts' Magazine*, later joining Doubleday, Page & Co. He was manager of the *Garden Magazine* until in 1918 he joined the army.

Weadon Leaves "Christian Herald"

E. R. Weadon, formerly advertising manager of *Christian Herald*, of New York, has joined the advertising staff of *Leslie's Weekly*, also of New York.

Milton Palmer, formerly connected with the Detroit *Times* and Detroit *Saturday Night*, has been appointed editor of the *Detroiter*, the official weekly publication of the Detroit Board of Commerce. Mr. Palmer will direct all the publicity for the Board, and succeeds Howard R. Marsh, who has resigned to enter business in Jackson, Mich.

Frank O. Young, Jr., for two years with the Erwin & Wasey Company, of Chicago, has now taken a position in the farm paper department of the John M. Branham Company, of the same city.

H AVE you ever watched the purchase of a magazine at a newsstand?

It's an interesting observation. Try it!

In nine cases out of ten the prospective purchaser approaches the stand in a more or less uncertain manner, picks up first one magazine, then another and another and another, until he finds one that has an article or story that especially interests him, when he "planks" down his 20c or 25c, as the case may be, and walks away with a satisfied air. His actions plainly indicate he started out to buy a magazine without knowing what magazine he particularly wanted.

Purpose—amusement.

PHYSICAL CULTURE has a newsstand sale of more than 100,000 copies. But you will find if you investigate, that not one copy is purchased for amusement.

W.A.P.

There is a serious purpose back of every purchase of PHYSICAL CULTURE that guarantees it a thorough and careful reading.

That is why it is not unusual for PHYSICAL CULTURE to outpull publications with two or three times its circulation and rate.

PHYSICAL CULTURE

119 West Fortieth Street

New York City

O. J. ELDER, Advertising Manager

Western Representative

CHARLES H. SHATTUCK

770 Peoples Gas Bldg., Chicago, Ill.

New England Representative

METZ B. HAYES

Little Building, Boston, Mass.

Sound Policy

Sterling Service

Policy

TO advise truly on best possible sales plan, after mastering the proposition, with a view to lowering selling costs, increasing distribution and augmenting clients' profits; to eliminate the chance of failure by hard work and active co-operation; to faithfully represent that which is to be sold; to handle only worthy campaigns, leaving questionable and doubtful advertising alone.

Service

INVESTIGATION of market and trade conditions and the competition to be faced; reporting upon sales possibilities, having regard to popular demand, prejudice and taste; the preparation of detailed selling plan, suggesting best method of marketing; the writing, designing and illustrating of advertisements suited to the article and the public appealed to; the selection of suitable means to reach the consumer; the contracting, checking and paying for space; the control of all kinds of outdoor advertising.

For Success in the British Market Link up with

SAWARD, BAKER & CO.

(H. G. SAWARD, PRINCIPAL)

Advertising Service, Printing and Sales Agency

Head Office: 27, Chancery Lane, London, W.C. 2, Eng.

Sound Policy

Sterling Service

The Story the Sample Case Tells

Full of Human Interest or Rightfully Boresome, According to Its Contents

By Arthur Tomalin

BY way of a prelude, we will admit that this little article has to do with the sample case of the candy salesman, but it concerns every other kind of samples as much as candy samples. I remember a few months ago waiting in a store for a crack salesman to finish his interview and there was his case spread open and an entire row of chocolate-coated cakes had been heat struck and the chocolate looked white and mildewy. We might mention in passing that that particular dealer bought some general stock, but he did not take any great interest in those chocolate cakes and the salesman did not care to call his attention to them.

If it is true that things must look nice in order that people may be attracted by them, and since there is no room to argue the value of neat and attractive appearance, let us consider that matter definitely settled, but let us look over the sample cases of the average men on the road.

Now, it is true that it is not an easy matter to keep a case neat and nice-looking, especially when the salesman is off on an extended trip and is traveling by automobile and the roads are dusty.

Furthermore, many retailers have an unpleasant habit of inspecting the samples with the aid of a pencil. I remember a dealer in a southern Oregon town who used to take special delight in poking the point of his pencil into one piece of candy after another. He would say, "Give me a box of that," and point out the piece by poking his pencil into it.

Especially in food-product lines, many dealers thoughtlessly show a desire to eat up every available sample. We have had instances where dealers would eat even varnished chocolates. In the extreme warm weather, many candy factories varnish their chocolates which

they show for samples, because these chocolates will stand the wear and tear of the road better. It is also assumed that they will brave the peril of the sample-eater, but sometimes not even the varnish will keep him off.

SAMPLE CASE IS THE REPRESENTATIVE OF THE HOUSE

On the other hand, it is absolutely imperative that the sample case be nicely arranged, be always fresh and trim and inviting. No salesman can ask the dealer to excuse the appearance of an untidy case on the plea of a hard trip. While the dealer may excuse the appearance, he is not going to stretch his imagination to try to picture how the piece looked when it was fresh. He simply does not buy it because it does not appeal to him and the very object of the sample case is defeated.

Many buyers, especially women buyers, have a strong dislike for the line which is presented in a disorderly manner, and one can hardly expect otherwise.

The importance of fresh-looking samples and a trim case is so great that it becomes a serious problem with every sales manager to see that his salesmen are kept supplied with neat displays.

First comes the matter of the outside of the case. If a case looks as if it had been through a fire, its shabby appearance hurts the opportunity for a sale. It is true that any case will become soiled. Many of the more careful salesmen have their case polished regularly and they are constantly attending to the polishing of the metal-work and keeping any loose leather tailings neatly trimmed.

Then comes the problem of keeping the inside neat appearing. For most food products, there are two types of cases generally in use—the individual trays, packed ten or a dozen or more in a

holder and the extension tray case. Many salesmen prefer the extension-tray case, believing that the wide display made instantly and conveniently makes an impression on the dealer which he cannot resist.

We would like to take the other side and argue in favor of the case consisting of a dozen or so separate and individual trays, each one with its own little cover and each one free from the rest of the trays. This latter type not only is easier to keep in good condition, but it is a greater aid to selling than the extension case.

First, from the standpoint of keeping the case in good shape: if the salesman is interviewing the dealer, instead of having to spread out the entire series of trays, he can sit down and discuss a certain item with the dealer and get him thoroughly interested before he reaches down for the right tray and shows him the one particular piece of goods he is trying to sell the dealer. Working with small trays, he can keep them out of sight or bring on the proper tray, just as he sees fit. There is no opportunity for the dealer to browse around over the entire string of cases, extended before him, during the time that the salesman is making his talk. The salesman can keep the dealer's mind on his talk until he is ready to have him see the sample, and then he can produce the right sample.

He can then go on to another piece of goods, interest the dealer and bring on the right case and the right sample at the right time.

The most successful candy salesmen are the men who can talk up to the piece of goods they have in mind to sell and control the interview and the sale. To do that, they must have the samples before them in such shape that they can get them out or put them away in an easy manner, without having to cease their entire canvass. Although many salesmen seem to prefer extension cases, it is, nevertheless, a fact that in the majority of cases, the men who prefer them are the more easygoing,

indolent salesmen, while the "going hounds" who are working all the time for the largest possible order prefer the individual tray, showing only a few pieces. It is obvious that if you can concentrate the dealer's mind on the piece of goods you want to sell him, then you have a better chance to interest him. "One item at a time" is a mighty good motto for the salesman who sells a long line.

KEEPING THE CASE LOOKING NEAT

Then again, from the standpoint of keeping the trays in shape and the entire case looking neat—it is a simple matter for the house to have an extra supply of trays and upon orders from the salesman to fix new trays to take the place of trays becoming worn and then have the new trays sent on to meet him on his route, while the old trays come back and are put into stock. Several trays can be kept moving in this way, whereas it would be tremendously expensive to keep enough extra sample cases on hand to keep new ones going out and used ones coming back.

Another aid to the salesman in keeping up his case is to provide him with spare samples, wrapped in paper, of the pieces most commonly damaged and as fast as they are damaged they can be replaced.

There is a real psychological effect upon the salesman, in addition to the influence upon the dealer, which goes with the attractive case. Give the salesman a fresh, neat display and he goes into the dealer's store with a sense of confidence and pride in his line. Give him frequent renewals and he maintains his interest in the items, but let him carry the same worn-out samples and he develops a sense of indifference.

The salesman who can be indifferent to his equipment is lacking in one of the first essentials which make for good salesmanship—imagination and vision. The man who has those vital elements finds himself mentally affected when his samples cannot be shown with pride. Good samples stimulate the salesman to greater in-



ERWIN & WASEY COMPANY
Advertising
CHICAGO

We confess that we invite an unusual degree of coöperation from the advertiser, in the belief that his experience is invaluable to our decisions on his problem

terest and bring out renewed effort, just as worn and scuffed up samples dampen his enthusiasm and take the edge off his canvass.

I know of a certain factory which is owned by a group of men who take immense pride in its appearance and its equipment. But so far as their salesmen are concerned, they seem to labor under the impression that inasmuch as their factory is so fine and their line obviously so good, the matter of selling the goods is merely an incident and the expense of salesmen purely a painful necessity. As a consequence, their men lack that support from headquarters which gives a salesman that punch which makes him a fighter. Their samples become as indifferent as the men, and while the owners of this company either do not or will not realize it, still their men are getting greatly impaired efficiency out of their efforts. It is a good deal like expecting the little boy of eight to take pride in his personal appearance when his parents fail to provide him with clothes in which he can take pride. He becomes indifferent and lax through environment.

Many an otherwise good salesman develops a feeling of "what's the use" simply because there is nobody at the house who is constantly touching him up. This "touching up" of the salesman is not a "bawling out"—when attended to by a sales manager who is also a human being. The experienced salesman knows that he is much like a storage battery—he runs slow from wear and tear and the salesman's chief should stand ready to re-charge him. And there is no more effective way to do it than through the tactful supplying of the right samples at the right time and the continuous suggestion to keep cases looking fine.

We are coming rapidly into a buyer's market. Merchandise is becoming more and more plentiful. Competition is becoming keener and keener. And it is less and less a matter of price-cutting and more and more a matter of better service and better merchandise. And the dealer is learning

that quality counts. What chance has a quality line if set out in a slovenly manner?

CUSTOMERS JUDGE HOUSE BY ITS SALES MEN

It must also be borne in mind that nine customers out of ten of any sized factory rarely if ever visit the factory. They may have heard of the splendid equipment and fine buildings, but not having seen them, they cannot picture them. But they do know the salesman and they judge the personnel of the house largely by the particular man who calls upon them. In the same way, they are prone to get their picture of the line through what they see in the salesman's case. Offhand impressions form a tremendous factor in the making of the sale and the man who has an attractive and neat and clean display of samples about which he can talk convincingly and interestingly, has a trump card worth playing.

What would you think of your line if you were obliged to base your opinion on the sample case one of your men would bring you? What is your house doing to encourage the salesman to have an attractive display of samples? We must not expect the salesman to do it all. He is working in the face of the enemy's fire all the time. It is strange if he is not often worn out and in need of recharging. The fresh sample tray is a big thing to put new courage and new energy into him.

Now It's a Chain of Boys' Clothing Stores

As a result of the national advertising being done by numerous manufacturers in the boys' clothing field, specialty stores carrying that class of merchandise are opening up in all parts of the country. What is probably the first chain in this line will be opened shortly in New York under the name of the "New York Boys' Shop, Inc." It is planned to have at least 10 stores in operation in Greater New York by September. Later the corporation intends branching out into other cities.

El Mercurio, of Santiago, Chili, has established a branch office in New York, with Ernesto Montenegro as its representative.



A VIRILE VOICE -- or MAMBY PAMBY CHATTER

You've seen engravings that grip you and others that slide weakly off your consciousness.

Forceful, lusty, dependable—that's the kind of engravings this house has built its reputation on.

THE STERLING ENGRAVING CO
200 WILLIAM ST • 10TH AVE & 36TH ST • NEW YORK

You should study and keep or consider this set of Emery's 700 charts showing Growth and Distribution of all U. S. Manufactures.

EVERY Executive, Advertising Manager, Sales Manager and Financier should study—right now—and keep for constant ready reference a set of Emery's Charts and Maps Showing Growth and Distribution of all U. S. Manufactures. About 340 charts and 340 maps, indexed. Charts show trends, fluctuations and reactions of all lines of business, some from 1849, including Civil War to present war—all show rises and falls of Wages, Gross Profits, Cost of Materials, Sales, Capital In-

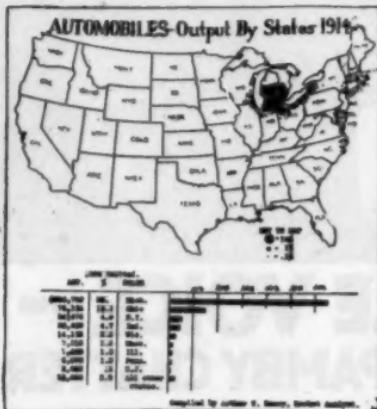
vested, and their constant relation to each other both in totals and percentages.

These Charts enable you to understand present and future post war conditions; immediate reference to post Civil War effects in all lines of business. They also tell you what elements you must understand and watch. The Summary is cross-indexed in alphabetical order, by lines of business, by profits earned, by wages and by materials—even showing ages of help employed and normal shortage of labor in each industry before present war.

Covers for quick reference for each industry, normal 1914 pre-war figures on—Capital; number of officials, clerks and wage earners employed; amount paid in class; cost of materials, fuel and power; amount of gross manufacturing profits; per cent of profit on sales, on capital, per worker and per concern; and percent of money price going for official's salary, clerk and wage earners, total wages, materials, fuel.

Each map and chart an original blue-print, all indexed and bound together in a three leaf book, page size 8½ x 11. The book is over 3 inches thick.

Book also contains 15 Charts showing exports into Great Britain from U. S., France, Germany, and Austria Hungary 1912, 1914, 1915 and 1916. These charts show post-war export opportunities for manufac-



Over 300 such maps on 8½ x 11 paper showing total normal, pre-war value by states of all products, in dollars and percentages.

INFORMATION COUPON

EMERY BROTHERS

1010 North American Bldg., Chicago

Kindly further explain your Charts and Maps as follows:

Name _____

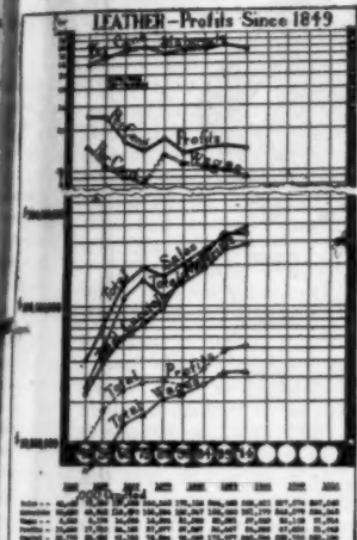
Firm _____

Address _____

Read both coupons—Send us the one that means most to you.
These complete sets are limited. Please be prompt in replying.
We invite correspondence regarding matters of mutual interest.
Investigations covering any particular country or world.

Emery Brothers
Consulting Statistical
1010 North American Bldg.

keeper constant ready reference charts and Maps showing of all U. S. Manufactures



Over 800 such graphic charts, 8½ x 11, covering history of each product, some from 1849 (Civil War) to beginning this war, showing concurrent relations between wages, profits, cost of materials, sales and capital invested, in both dollars and percentages.

tured articles open to American manufacturers because of the fall of Germany.

Indispensable to every student of economics, every merchandiser and advertiser. This data cost over \$100,000 to compile. Responsible and established firms may

procure a complete set of these blue-prints, about 700 maps and charts for \$100. Send no money. Simply send Examination Coupon asking for 5 days free examination. Then, you have privilege of returning if you do not want and need these maps and charts. No obligations.

Arthur T. Emery is well known as a market analyst. It was he who made and copyrighted the Buying Power Analysis of Chicago which he sold to the Chicago Tribune and upon which they based their "Book of Facts." Mr. Emery is just completing an exhaustive analysis of the Personal Budget of all-Chicago homes for the Chicago Daily News, showing what every Chicago home spends for everything under the sun.

Emery Brothers are at liberty to undertake a few more investigations at this time, for large manufacturers or publishers, covering territory in this country or abroad. Arthur T. Emery leaves shortly for Europe for the purpose of making a complete trade survey of those countries. It might be well for you to suggest to him the specific information you would like to have.

Read both coupons—Send the one that measures your inclination. These complete sets of Charts and Maps are limited. Please be prompt. Emery Brothers invite correspondence regarding any matters of research, statistics, or trade investigations covering any part of the world.

that measures your inclination.
Please be prompt. Emery Brothers
matter of research, statistics, or trade
world.

yBrothers
Statistical Engineers
Chicago

EXAMINATION COUPON

EMERY BROTHERS

1010 North American Bldg., Chicago

You may send your Maps and Charts showing Growth and Distribution of U. S. Manufactures. I will either remain the Maps and Charts to you within 5 days after their receipt, or send you \$100, in full payment therefor.

Name _____

Firm _____

Address _____

In This Street Sits Your Board of Directors



Here the destiny of your dividends is determined.

Here occurs that selling drama—an all-day, all-year performance that will never cease.

Here the attitude of two people—dealer and consumer—settles your profit.

Are you influencing the attitude of the buyer; are you influencing the attitude of the seller, through proper dealer identification and dealer education?

It will cost you twice as much if you start too late.

Send for our Sales Bulletin on this subject

Bert L. White Company

Dealer Development and Sales Promotion

1215 to 1227 Fullerton Avenue

Chicago, Illinois

The Power to Visualize the Story Back of the Inquiry

Your Mail Order Lists Are the Arteries of Your Business

By Francis B. Frazee

BUT you have to catch up—
you have to get those catalogues out. Your mailing lists are the arteries of your business and you can't afford to let them get choked up."

It was the president of one of America's greatest mail-order houses speaking and the young executive who had charge of the mailing lists realized as he listened that the big-visioned man talking to him had a far more profound respect for those thousands of names on the house mailing lists than had ever been born in his own soul.

"Your mailing lists are the arteries of your business," repeated the president. "A post-card with a request in pencil scrawled on it saying 'Please send me your catalogue,' may seem awfully commonplace to you when you handle thousands of them daily, but it's the prompt handling of requests like that, that makes all the difference in the world between a sluggish business and one that's alert and alive. And this applies not alone to the catalogue house, but every organization soliciting inquiries through the mails."

The writer of this article has never forgotten that conversation. When he has been tempted to see the letter asking for a catalogue or information as a "mere scrap of paper" because it is one of so many thousands received daily, bearing a similar demand, there has come to him that metaphor of the "choked-up" arteries, and the request has become invested with the dignity of a court order.

This ability to visualize the request, to trace it back, mentally, to its source, to see an eager wife or mother waiting to select her daughter's graduation dress, or some samples of materials from which to choose her Sunday-go-to-meeting gown, makes all the dif-

ference between a successful mail-order house that truly serves, that has a soul, and a spiritless organization that is unable to translate letters into "folks."

Time and time again when the writer has been tempted to lose the vision of the man or woman behind the catalogue request, the letter, the order, he has left his desk and journeyed forth into the customer-world just to rub shoulders with the people who read the literature and buy the goods. It restores his ability to carry in mind the heart back of the hand that wrote the letter. And each time he has come back to the desk with the deeper realization of the fact that the house he serves isn't just a cold-blooded business proposition but a warm-blooded, vital help in the lives of good people the country over, helping them to live better and to enjoy life the more.

CLINCHED FRIENDSHIP YEARS AGO

The writer recalls one little story of a trip through the rich, agricultural districts of Western New York. Trivial as it seemed at the time, it has grown in significance in the successive times it has come to memory.

Tramping along a dusty country road he came to a farmhouse with an inviting well. The request for a drink from the "moss covered bucket" led, after an exchange of courtesies, into a pleasant conversation which soon turned on the subject nearest to the investigator's heart—the mail-order house.

The farmer was not at all hesitant about discussing the mail-order house pro and con, but it didn't take long to see that while he knew of many, there was one that held first place. Upon being asked why it was so, he grew reminiscent.

"I've been sending my order to those folks nigh onto thirty years," he remarked with an emphatic shake of his head. "The first thing I ever bought off them was a horse-blanket. 'Twasn't all I thought it should be and I wrote and told them so. You know what happened? A letter came right back saying if it wasn't all right they wanted to make it so. They told me to send it back and they would send me another that'd suit me. They proved as good as their word. Yes sir! I've been dealing with those folks almost thirty years."

On the mailing lists of that mail-order house, that man's name might be John Brown, Cazenovia, N. Y.—one of a million similar stencils, but in that man's thought, he and that company that served him were tried and true friends. Had not the company met the test of true and honest friendship "nigh onto thirty years" before, by a prompt, courteous response? And that name on the mailing lists stood not only for a single soul. It stood for far more. It stood for community influence. Surely the man who spoke so enthusiastically and glowingly of the company that served him so well had spread the word far and wide among his friends and neighbors—a story of satisfaction and appreciation.

A satisfied customer becomes a little zone of influence that is almost startling under observation. The writer has actually passed out of the zone of one mail-order house into the zone of another, in traveling through rural districts. Just why this is so is obvious to a student of psychology but the lesson to be drawn is clearly the importance of the best possible service to all.

Assuming that the mail-order house has perfected this service, without which all advertising would be of but momentary value, one can see, then, the importance of extending these spheres of influence of satisfied customers—the healthy, natural channels for mail-order growth.

This does not mean imposing on the customer, and utterly tearing to

pieces by patent cupidity the good will built by good service. That very thing has happened even in the best mail-order houses. An instance is recalled of one such house noted for the splendid values always given which at one time actually asked its customers to perform a long and tedious task in the surrounding rural districts and offered them in return therefor, a bit of jewelry that was nothing better than a mere gewgaw. Because in many instances their offer was accepted, it is possible the house regarded its plan as a successful one. In countless cases, however, the aftermath must have been a lot of disgruntled customers who rightfully felt imposed upon, even though they had undertaken the work knowing the reward they would receive. Certainly if the laborer is worthy of his hire, so is the customer. If you are going to ask the customer to perform a duty for you, see that he comes out of the task with a high valuation of your idea of remuneration.

The organization that always keeps in mind the sphere of influence of the satisfied customer will go after catalogue requests and other means of building the mailing lists intelligently. Quality of circulation, appropriateness of circulation, etc., will be quite as important as quantity. Indeed, it will be far more so, especially in these days of high costs of production, paper, printing, mailing, etc.

TWO INTERESTING EXPERIENCES WITH INQUIRIES

The writer gratefully recalls the enlightenment obtained on this subject from one whose breadth of vision has earned him a premier place in the business world. For a time it was my good fortune to come into daily contact with this man, who thought in terms of mentality rather than merchandise and who understood the ways of humanity.

It was my task to keep the advertising record book—that precious volume which decided the fate of many a magazine account by its figures as to inquiry and

The FIRST effective means of securing distribution of nationally advertised food products.

FIFTY of the leading GROCERY STORES of Worcester, Mass., (more are being added daily) AGREE TO STOCK and display THE GOODS of any manufacturer who advertises them in

The Worcester Telegram

These Worcester Grocers are taking their own medicine for they have contracted to use a total of

52 PAGES OF ADVERTISING IN THE TELEGRAM

the first page of which was published July the 12th. The advertising the grocers are doing is designed to bring trade to their counters—to keep old friends and customers and to win new customers and make friends of them.

This advertising preaches the gospel of Dependable Service and Dependable Goods—ADVERTISED GOODS. Underlying the whole effort is a foundation supplied by the character of fifty or more of Worcester's reputable business men.

If you would lessen selling resistance in Worcester County—if you would open the doors of Worcester's finest Grocery stores to your products—if you would engage the efforts of the leading stores of the city in your behalf—

IF YOU WOULD SELL MORE GOODS IN WORCESTER

Communicate at Once With

THE WORCESTER TELEGRAM

Lane-Blair Inc.

Representative

NEW YORK

CHICAGO

BOSTON

DETROIT

Charles D. Levin
 INCORPORATED
A D V E R T I S I N G
 1269 BROADWAY, NEW YORK

NEWSPAPERS, MAGAZINES, FILMS,
 MERCHANTISING COUNSEL

To American Advertisers
 desiring to enter the great

FRENCH MARKET

we offer the exceptional facilities of
 our Paris organization.

Advertising in French Publications

placed through our Paris office, in
 charge of M. ALBERT DULAC, has
 the advantage of French experience,
 securing for our clients the proper
 mediums and the right class of readers.

GUARANTEED RUNS FOR
 INDUSTRIAL FILMS IN
 100 LEADING FRENCH
 MOTION PICTURE THEATRES

Mr. René Silz, manager in New York
 of our Foreign Department will be
 pleased to talk over your proposition
 and give all wanted information.

CHARLES D. LEVIN, Inc.

New York, 1269 Broadway
 Paris, 24 Rue Chaptal

order. But it was of the intelligent interpretation of those figures that I would speak, which opened the eyes of the novice.

Two little incidents will furnish much valuable food for reflection, particularly on the part of the man who is wont to say to the eager magazine solicitor who comes seeking a repeat order: "Let me see. We had such and such inquiries last month at such and such cost. Why you didn't do nearly as well as the *Curious Lady's Weekly!*"

One day as we were going over the spring apportionment of the account some very surprising results were found on a medium that had never awakened great interest. So amazingly numerous were the catalogue requests, and so amazingly low the cost of obtaining them, that the keeper of the archives whistled with elation. Not so the advertising manager.

"Have Miss B. bring the files of that magazine," said he, "while you dive downstairs to the stencil department and bring me up a handful of requests with the key number. Let's look into this thing."

It didn't take long to let the cat out of the bag. On the editorial page was a kindly announcement from a kindly editor stating that the one writing the nicest letter about one of his advertisers and sending for one of their catalogues or buying from one of them would be given a ring or some other trinket of inestimable worth. The catalogue requests, for the most part, were scrawled in a childish hand, proving that the incentive was not the style-book but the ring which the youngster already fondly pictured as adorning her finger.

Where is the mail-order house that is eager to distribute a costly catalogue on such a basis as that? Fortunately for the house in question the cost per inquiry was so extremely low as to awaken suspicion as to the character of the circulation. And, fortunately for all advertisers, such methods of padding inquiries is to-day so frowned upon that they are prac-

"When Seconds Count"



"Publications-out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by
Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois

A Message From The Rubber Center of the World

In the July 10th issue of "Printers' Ink" The Washington Post announced a gain of 334,643 agate lines of advertising during the month of June 1919 over the same month 1918.

THE AKRON EVENING and SUNDAY

TIMES

"AKRONS' ABLEST NEWSPAPER

Records a great gain for June 1919

664,286

agate lines gain over June of last year—

NEXT?

**THE
AKRON
TIMES**
carries twice
as much auto-
mobile adver-
tising as all
other Akron
Newspapers
combined.

To cover Akron
with greatest
efficiency no
newspaper
serves like
THE AKRON
EVENING
TIMES.

ONLY SUN-
DAY NEWS-

PAPER PUBLISHED IN
AKRON.

Associated Press Service
Members Audit Bureau of circula-
tions

AKRON EVENING TIMES
Publishers

Ross F. Walker - General Manager
W. Kee Maxwell - Editor

Foreign Representations
NEW YORK
Chas. H. Eddy Co. BOSTON
CHICAGO

tically eliminated. But, regardless of the method, it causes the thoughtful advertiser to give earnest consideration to the quality of his circulation in viewing the question of inquiry costs. Needless to say, the advertising medium in question lost out on the spring lists because of its clever idea for building inquiries.

The other story emphasizes to an even more marked degree the worth of quality distribution of catalogues as compared with quantity distribution. Going over that spring programme we came to a medium where the cost per inquiry seemed so excessive that the writer quickly remarked:

"I guess these people have had their last shot at our account, haven't they? Just look at that inquiry cost!"

Much to his surprise, however, the advertising manager proceeded to put them down for several thousand lines of copy during the coming six months. But there was one fine thing about that advertising manager. He always educated.

"Don't you see," said he, "they cover this state and that state," mentioning various states along the Pacific Slope. "You know we are doing intensive work out there this year, and it pays to sow the seed there if you can sow it right. The new settler there to-day is the old one to-morrow. And new folks coming to settle will want to buy where she buys."

And yet there was magazine solicitor after magazine solicitor who came to that man's office with a conned-by-rote story of circulation figures, so filled with stereotyped speeches about his particular medium that he never stopped to learn if there was any way his medium would be fitted into the advertising plans of that great mail-order house. Had they done so they would have gone away wiser salesmen at least, because they had come into contact with an intelligent buyer of space.

In these days, of all days, it behooves every organization to establish desirable customers, to keep them by right service, to

Concentrate on Quality

Every quality argument is
strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY



THE BAUMER IDEA

Each unique success in advertising hinges on one big idea—one which strikes a responding chord, giving to a product a compelling interest and priceless value.

We are now making "salesmanship-in-sight" films for a number of progressive advertisers.

Each one tells their story, into which is woven a forceful advertising idea.

Each one will be exhibited in thousands of national motion picture theatres as part of the regular programme.

Each one is made under the supervision of recognized advertising and motion picture experts.

The circulation of these powerful exclusive "eye to brain" advertisements runs into millions of buyers.

No obligation until *you* have accepted *your* film.



Your choice of any number of theatres in any territory—"Pay as you get it" guaranteed circulation.

This appeal is for a hearing, in order to present the Baumer Service to you.

BAUMER FILMS, Inc., Six West Forty-Eighth St., New York City

**N. J. Baumer—President
EXCHANGES**

Atlanta Boston Cleveland Detroit Kansas City New York Pittsburgh
St. Louis Baltimore Chicago Denver Indianapolis Milwaukee Omaha
San Francisco Washington Minneapolis Philadelphia Seattle

build through them "spheres of influence" and then intelligently to extend those spheres. Thus will the arteries of the business be kept open and the whole system healthy.

It pays to build the business. Thinking in terms of millions of customers before giving honest service to thousands is a business built on shifting sand. Rather lists built slowly and methodically through right sources than meaningless thousands of catalogue requests that represent waste.

And, lastly, learn to always think of your trade lists as "arteries." It will remind you of their vital worth.

Morning Exercises for the Tired Business Man

Stand in the middle of room, raise arms slowly overhead, take deep breath and say "Damn the government!" lowering arms in attitude of despair. Ten times.

Extend body flat downward on floor, cover eyes with hands, kick heels, think of the railroads and weep till dry.

Kneel, wring hands, meditate upon the labor unions and groan 150 times.

Assume sitting position, hands on hips, sway gently to and fro and concentrate on Mr. Burleson until a genorous frothing at the mouth sets in. Till exhausted.

Collapse on floor. Grovel vigorously, think of the income tax and gnash teeth as in anger. *Ad lib.*

Note.—Observe this simple regimen every morning before breakfast and you will reach the office with most of the cares and troubles of the day already out of your system.—*Commerce and Finance.*

Parcel Post Relations Resumed With Germany

The Post Office Department has directed that international parcel post relations be resumed with Germany. Previous parcel post regulations will apply and packages up to eleven pounds in weight will be accepted. Letter mail relations have recently been established, and money orders and other business will be resumed in the near future.

Bachman Leaves "Review of Reviews"

Earle H. Bachman has left the *American Review of Reviews* to become the Director of New Business for "The Quality Group," with headquarters in New York.

Co-operative Societies Kept War Prices Down

A recent Co-operative Congress held at Carlyle, England, brought out some interesting facts in regard to the co-operative movement in Great Britain, says the American Chamber of Commerce in London. It was stated by the President of the Congress that the co-operative movement had been the chief protector of food supplies and the limitation of prices in Great Britain during the war.

At the outbreak of the war the distributive societies had about 3,000,000 members. To-day the membership is nearly 4,000,000. In the years 1913-18 their retail trade increased from \$415,000,000 to \$780,000,000 and their wholesale trade from \$200,000,000 to \$400,000,000. In the same period the value of the productions of the two wholesale societies had increased from \$55,000,000 to more than \$115,000,000.

At the present time, the American Chamber of Commerce in London adds, the activities of these societies in Great Britain include the operation of a coal mine, many factories for production of textiles, margarine and other commodities, thousands of acres of land at home and abroad and a special agricultural department.

Federal Educator to Teach Salesmanship

The Federal Board of Vocational Education has just emphasized the importance of the salesmanship work in public schools by appointing a special agent for retail selling. Miss Isabel Bacon, for some time director of salesmanship in the Boston schools, has been granted a leave of absence for one year in order to enlarge the field of her direction as the Federal Board's special agent in this work.

Miss Bacon will also be prepared to assist the salesmanship teachers in the gathering of teaching material, always a difficult and time-consuming task for the inexperienced worker not yet familiar with the sources from which she may expect to gain the most helpful data.

189 New National Banks

"Unprecedented growth" in the national bank system, in the fiscal year ended June 30, has been reported by John Skelton Williams, Controller of the Currency. New charters were granted to 189 banks, and authority to increase capital to 224. The new capital from both these sources amounted to \$43,544,100.

At the close of the year there were under investigation 214 applications for charters with a proposed capital of \$14,107,000, and 220 applications for increase in capital amounting to \$23,678,600. During the year there were fifty-six liquidations of banks with aggregate capital of \$13,160,000, and four reductions of capital amounting to \$210,000.

Keep Uncle Sam Out of Canadian Advertising

A Tip Direct From the Dominion

By R. M. Rhodes

THE Waterman poster coup in connection with the Peace Conference, as described in the July 10th issue of *PRINTERS' INK*, has attracted wide interest, and the writer has heard many expressions of admiration for the enterprise of the Waterman company in putting over such a "news beat."

Like nearly every other campaign of its nature, it has developed one important lesson for advertising men. The writer happened to be calling on an advertising agency friend a few days ago, a man who had expressed great admiration for the Waterman campaign, and the agency man handed out a letter.

"This," he said, "is a letter to us from the live-wire manager of the Canadian branch of one of our clients. This man is trying to help us to do more effective Canadian advertising for his house, and he makes a point of writing us whenever he sees any Canadian advertising of American firms which he thinks either particularly good, or particularly unfortunate, from a Dominion standpoint."

The letter is such an excellent lesson in Canadian advertising that permission was obtained to print it, not as in any sense a criticism of this particular poster campaign, but as another reminder to the advertising men of the United States as to what to look for in advertising to the folks up above us on the map. The letter follows:

"The Waterman Fountain Pen people are making a special advertising campaign to duly emphasize on the minds of everyone the fact that a Waterman's Fountain Pen was used to sign the Peace Treaty.

"The one advertisement which they are widely using in Canada

is we presume the same advertisement that is being used in the States. It is a picture of Uncle Sam standing in the middle of a group around the Conference table, around which are gathered the representatives of the other countries. He is about to hand a Waterman's Fountain Pen to John Bull, with a request to sign.

"These pictures are about 12 ft. long and about 6 ft. high and they seem to thoroughly cover all the billboards, at least in Montreal City and vicinity. The picture is in colors and very striking and in itself, of course, is an impressive advertisement, but if you could realize the effect this advertisement has had on the disposition of the people here, you would be surprised.

"The unfavorable comments heard at every hand regarding this advertisement are a very interesting study in themselves, particularly to an advertising man. We should hardly be surprised if there was a demand made on the Waterman people that they discontinue and tear down these advertisements. The objection to them is that the statesman in the centre group should certainly not be Uncle Sam. If the Waterman people had for their Canadian advertisement put John Bull in the centre, handing the fountain pen to the other statesmen, they would have had the same effective advertisement in Canada that they probably have in the States with Uncle Sam in the centre of the group.

"Now, a small point like this in the United States would never be noticed, but in Canada this is not a small point in the minds of the people. It is a very important principle and one that is not ignored.



SEPARATING the desirable from the undesirable is most important. The housewife to obtain a clearer jelly strains the juice from the pulp by means of cheese cloth.

An advertiser may eliminate undesirable circulation by closely analyzing the appeal of a medium. Waste circulation in **MODERN PRISCILLA** is eliminated by our specialized appeal. 70% of our editorial space is devoted to HOME Needlework and Housekeeping. That is why 98% of **PRISCILLA** subscribers happen to be housekeepers.

Such a concentrated circulation means close to 100% efficiency for an advertiser whose appeal is to the housewife.

THE MODERN PRISCILLA

NEW YORK

BOSTON

CHICAGO

Vulcanizer & Tire Dealer

A monthly class publication—National in scope, offering the collective buying and selling power of the Vulcanizers and Tire Dealers of the United States. Its columns are an asset to every manufacturer and jobber with tires, vulcanizing equipment or motor accessories to market. Over forty thousand potential dealers, in direct, everyday contact with the car owner.

CONCENTRATED CIRCULATION

VULCANIZER AND TIRE DEALER is representative of the Vulcanizers and Tire Dealers of the United States. It sponsors fair dealing and stands for definite standards of practice in this branch of the industry, gives reliable technical information and is first with the news in its field.

The American Vulcanizers' Association

has a membership restricted to the most successful and responsible Vulcanizers and Tire Dealers.

Vulcanizer & Tire Dealer

Published the First of Each Month by

CLASS PUBLICATIONS, INC.

418 South Market St.

CHICAGO

Eastern Branch Office: Room 402, 32 E. 23rd St., New York
VICTOR W. SEBASTIAN, Eastern Representative

Rate Card Upon Request

"The advertisement as it stands doubly emphasizes the fact before the minds of everyone that the Waterman company is probably a straight American firm and not 'living' in Canada, but rather 'trading' here.

"This advertisement has aroused so much antagonism and it is such a study of Canadian thought along this line that we feel it will certainly be interesting and possibly instructive to you."

Akron Selling Cast-Off Supplies

Working on the theory that every article has a value in use, the city of Akron, Ohio, has worked out a plan of salvaging waste material, with not only financial benefit to the city but also a direct decrease in fire hazards. A pooling system which enables an individual or firm with a small accumulation to dispose of it at the same price which was formerly secured only by those with large amounts of waste, and which at the same time keeps down the handling cost, encourages saving. The company has been in operation several months and is receiving the active co-operation of the Akron Waste Reclamation Council, a body appointed by the mayor. Such a plan is of interest to advertising men in that it offers a method of curbing the tremendous amount of paper now wasted, which if remade would total up to a substantial amount.

Resident Trade Commissioner Sent to Belgium

The U. S. Department of Commerce announces that Charles E. Herring, of the Washington office of the Bureau of Foreign and Domestic Commerce, has been appointed Resident Trade Commissioner to Belgium. The latest reports from Consular officials in Belgium indicate that the possibilities of increasing our trade with that country were never better than they are to-day. Nearly every possible commodity which the American manufacturer and exporter can furnish is needed.

Advertising Company Organized in Lima, Peru

Consul General Handley reports from Lima, Peru, that there has recently been organized in that city a company known as the International Publicity Company, with a view to develop the advertising and general publicity business which had been carried on for several years by Sr. J. Laureano, Rodriguez, the present manager of the company. A branch has been established in Buenos Aires and arrangements are being made for agencies in other South American countries.

YOUR CLIENT

will undoubtedly appreciate your efforts in his behalf, if you will firmly establish his product in the city of Chester, (Pa.) and Delaware County—A fertile field for quality commodities, and the most economical, sure-of-results proposition to annex this buying mass to your already existing large clientele, is to exploit those products in the

Chester Times and The Morning Republican

Foreign Representative

FRANK R. NORTHRUP
303 FIFTH AVE., NEW YORK CITY
Association Building, Chicago

**1,500,000
Consumers**



**Wisconsin
Daily League**

29 leading daily newspapers which blanket the State.

We furnish complete consumer and dealer data. This league specializes in dealer co-operation.

With one order and one payment you blanket Wisconsin.

Write today for rates and information on co-operation.

H. H. BLISS, Secretary
Janesville, Wisconsin

A New Business For Sale

It has no debts.

It has national possibilities.

The product is right;
And retails for 10c
and 25c.

It repeats readily.

Every family can use it.

It has a wide margin of profit.

It is offered for sale because more capital is needed.

Do not call—inquiries *must* be made in writing and any interviews arranged for.

Address W. S. M.

George Batten Company, Inc.,

381 Fourth Avenue.

When the Buyer Treats Your Salesman Rough

(Continued from page 6)
snappy and an adept at turning down salesmen. Before going into business for himself he had been a department buyer in a large city department store. There was one man who came in who was turned down easily. The merchant came to the back of the store and laughingly remarked: "I wouldn't hire that fellow to sweep my store. He ran out like he was scared." Before long another man called on the merchant and this man simply would not be turned down. Neither was he a mere pest nor a nuisance. He had, however, a thoroughly first-class knowledge of his line and was alive enough to be able to tell his story briefly and in an interesting manner. He held his merchant to his subject and sold him. The merchant came back friendly toward that salesman.

Very often the confidence of the "hard nut" cannot be won at once. It takes time to tame him. A salesman must be a strategist. He has to wait his opportunity and strike quickly when he discovers his opponent's weakness. It may take weeks or months and sometimes years to find out what that weakness is.

It is a good plan for salesmen to keep a list of all their unsolved prospects and then constantly study that list for ideas that may assist in solving the mystery of why these fellows are not buying. The salesman should try to get all the information he can about his customers. There will be many occasions where he can use this information. When a salesman knows all about the peculiarities of his prospects and all about their affairs, he can usually find in this data some fact that will enable him to penetrate the crust of the tough ones.

There is a retailer out in a Western State that has the reputation of being one of the meanest buyers in the country to call on.

Greetings and Salaams!!

If an extensive and thorough knowledge of your problems and exacting requirements as a buyer and user of paper and kindred products—

If an unselfish and unfailing devotion to your best interests—

If the active and constant practice of the doctrine of the "Square Deal—as much to those to whom we sell as to those from whom we buy"—including our associates—

If an unwavering determination to get your business because we will continually strive to prove to you that we deserve it—

If Quality, Value, Satisfaction and Service mean anything in your young life—

If all that—and more—will do it—then we can start to write up the ledger heading of your account right now!

Give us the chance!



President and Manager.

AMERICAN PAPER MILLS CORPORATION

Everything in Paper and Kindred Products

Offices:
28 Park Row

*Phones: Cortlandt 5925

Warehouse:
NEW YORK, N.Y. 295-309 Lafayette St.



There's an AMPAMICO grade of paper for every purpose.
Specify AMPAMICO papers and insure
Quality, Value and Satisfaction

Opportunity for Financial Copy Man

This organization requires the services of an experienced bank copy man.

The work is that of preparing copy for Booklets, Folders and Newspaper advertisements for Banks, Trust Companies and Investment houses.

We want a man who is strong enough to be entrusted with some of our best accounts.

This is not a job for a mere "ad. writer." The person we seek understands Bank and Trust Company service and is able to interpret both to the public. He is schooled in modern financial publicity methods. He has originality. He has good command of English.

It requires a high class man to sustain the reputation of this organization; and one who is able and inclined to adapt himself to our policies and ideals.

If we can find the man we want we will pay a salary commensurate with his skill. If we can't we are willing to develop a "comer."

The position is permanent, with opportunity for advancement. Could perform his labors either in our Chicago or St. Paul office.

Correspondence held in strict confidence.

Address HARVEY A. BLODGETT,
President, Harvey Blodgett Company, Uni-
versity and Wheeler Avenues, St. Paul, Minn.

He is a very successful merchant and of course disposes of a whale of a lot of goods. He is a very desirable account to land but more than one salesman has given him up as impossible. A Chicago manufacturer put a new man on the territory in which the dealer is located. The new man was told that he would get his first raise when he landed the business of this far-famed crank. The first time the Chicago representative called on this "wild and woolly" distributor, he was literally shoved out of the store. He passed this particular prospect up on his next two or three trips, making up his mind that there was no use in calling until he possessed some instrument that would crack the "nut." One day, while waiting for a train, this salesman struck up a conversation with a clergyman. It developed that he lived in the town that is the habitat of the crank retailer. In fact this merchant and his family attended this clergyman's church. Further conversation brought out the information that the crank had a son that was the despair of his father. The young man was always engaged in some escapade to the disgrace of his family.

A week or two after this conversation the salesman walked into the store of said merchant. As usual his pet grouch was on exhibition. Walking up to the salesman he said: "If I remember correctly, you were in here about a year ago. Didn't I tell you that I am not in the habit of wasting my time on fool salesmen? Get out before I am obliged to throw you out."

"My dear man, I did not come here to sell you goods," calmly replied the salesman. "I want to talk about your son." With that the merchant cooled off, thinking that his boy was in some sort of trouble again and that the man before him had come for the purpose of breaking some dread news.

"Oh, yes, my son," said the merchant. "What's he up to now?"

"Nothing at all," went on the salesman. "There's nothing bad

The Atlanta Journal

Atlanta, Ga.

**8 Page
Localized
Rotogravure
Section Every
Sunday**

**Advertising in The
Journal Sells the Goods**

**WHICH IS
YOURS?**



Wasting time,
twine, paper and
salaries—or with one motion
dropping your article into its
container ready to mail.

These Parcel Post Carriers made
in any weight of strong boxboard
with a special lock preventing
loss of contents.

Ask for Samples and Prices

MADE ONLY BY
Chicago Carton Company

516 FIFTH AVENUE
NEW YORK CITY

Sales Promotion Manager

Who can co-ordinate the advertising with the sales.

Is a recognized writer of good sales letters—thoroughly familiar with mail order work—successful in winning the co-operation of dealers, jobbers and salesmen.

Combines aggressiveness with sound judgment; college graduate, 34; married.

Available September 1. Salary \$5,000—and an opportunity.

Address "D. P.," Box 104, Printers' Ink.

WANTED Advertising Specialty Salesmen

to carry a leading line of Holiday Good-Will and Business Greeting Cards.

Liberal commissions paid.

Write us about yourself, telling where you travel and what lines carried.

This is the beginning of the busy season in this line of goods and good men should make at least \$100.00 monthly carrying these as a side line.

THE DAVIS-SMITH COMPANY

Makers of Good Impressions
531 Atlantic Avenue, Boston

about your boy. He is really a fine young man who is so full of life that at times he has a hard time suppressing the energy which bubbles out from all over him."

Hearing his son so highly complimented when he expected to be told that he had committed murder naturally warmed the cockles of the old fellow's heart. He was now in a mood to listen to anything the salesman said.

"Do you realize," said the latter, "that your son is not getting a square deal in this town? He is known locally as a bad egg. Everyone delights in taking a crack at him. Every little innocent escapade that he is in is exaggerated. How would you like, Mr. Jones, to send the young man to the city? I can get him a position in our shipping department, where he will have a chance to work off some of that healthy energy and at the same time he will be given an opportunity to learn business methods in one of the finest houses in this country. In a year or two he'll come back to you a changed boy in every respect."

Naturally the merchant was delighted. The young man went to the city, where he made good in a big way and in less than three years his father was glad to have him come back as his partner. Did that salesman get the business of this merchant? You can bet your last hat that he did.

Reinstating a prodigal son in the paternal affections may be an ideal method for getting on the right side of a grouchy buyer, but unfortunately every grouch hasn't an ostracized offspring. The plan, however, that this Chicago man used to establish himself in the esteem of this particular crank is essentially correct. He studied his man, found out all he could about him, and kept himself in the background until he was able to work out a plan of attack that promised to be effective.

Every unreasonable buyer is a law unto himself, save for the fundamental fact, which I have already pointed out, that he is

DID you read that story the other day—all the big dailies ran it—about a navy hydroplane pilot, miles from shore and in distress, releasing his carrier pigeon with a call for help?

The faithful messenger, true to instinct, flew direct to its homing station in time to save both pilot and plane.

Van—he's our president—threw the story our way and ordered us to read.

"Some bird!" was our comment as we put the story down.

"Is that all you have to say? Doesn't the story suggest something to that alert brain of yours?" Van was a shave-tail in the aviation branch of the service and puts his questions with the kick of a mule.

"A good dinner—for the bird," was our idea of a happy reply.

"Wake up!" was Van's command. "The thing is so obvious."

"Let's read it again," we suggested.

"What's the use? Think!"

We thought.

Suddenly the thing came to us in the shape of a trade-mark for our agency. Here it is:



J. MONTANYE VANDERGRIFT
INCORPORATED

Lords Court

New York

Telephones: 2005-06-07 Broad



Merchandising, media, copy and art—each is a distinct factor in the success of any campaign.

The art factor is our specialty. Our success is founded on proven ability to direct the efforts of an organization of master artists and mould their product to the other factors.

The
GRAUMAN
Studios

C H I C A G O

likely to be a coward. There is always some road to his heart. If one thing doesn't work another will. The thing for the salesman to do is to stick patiently on the trail of the "tough nut" until he "gets" him.

Information that will help the salesman in getting to the hard customer will often come from surprising sources. I know a salesman that for years had been trying to sell a certain hardware dealer, and during all that time my acquaintance never got even a decent interview with his prospect. One day while riding on a train, the traveler happened to take a seat with a farmer. They started to talk. The farmer mentioned that he was building a new barn and that he was down to a neighboring city to buy some hardware for it. "The hardware man in my town, Bill Elkins," the farmer said, "is only half-stocked, and I was obliged to travel forty miles to place my order."

"That's interesting," declared the salesman. "My line is pulleys and I have never been able to sell Elkins. He says there is no demand for them in this section."

"Elkins," put in the farmer, "won't stock anything unless there is a call for it every half-hour. My new barn will have a complete hay-hoisting equipment and of course I have to have a set of pulleys. I would have bought them from Elkins if he had anything to show me."

"I'm on my way to Dalton now," said the salesman, "and I intend to call on Elkins while there. If you are stopping off at the place, would you mind going in to call on Elkins with me?"

The farmer agreed. An hour later the two of them were standing before the hardware man. "Here," said the salesman, "is a customer of yours who is building a new barn. I met him coming up on the train from Booneville, where he purchased \$300 worth of hardware. You would have got this business if you had sense enough to come off your high horses and listen to me and some

of these other traveling men that have been trying to talk to you for the last five years. Mr. Anderson says his son is planning on building a barn also. If you'll give me half an hour of your precious time, I'll show you how you can land the hardware order on this next barn."

The hardware man took the criticism gracefully and became a humble disciple of this salesman.

Often the performance of some sensational stunt on the part of a salesman will win over a recalcitrant buyer. Saunders Norvell tells of a salesman he once had. The house had been trying to sell a certain customer for years, but he was a "hard nut" and the salesman for the concern could never get to him. One day, when this salesman called at the store of this particular prospect, he was informed that the proprietor was home sick. This gave him his cue. He went to a restaurant, ordered a dozen oysters on the half-shell, had them packed in ice and covered neatly with a napkin. He then took the tray out to the merchant's home and presented them in person to the bed-ridden crank. Passing a few cheerful words, he tactfully made his departure. Some time in the past undoubtedly this salesman had learned that his prospect was fond of oysters. That salesman had to wait years for this opportunity, but he was ready for it when it came.

After all, being able to sell the "tough" customer is a matter of resourcefulness. No salesman can succeed without resourcefulness. It is his chief asset in trade. With it no situation can arise that he will not eventually be able to handle. A good salesman regards every prospect as no more than a problem in strategy, in mathematics or in chess, if you prefer to think of it in terms of a game. There is always some way to solve the problem. If a fellow has the stuff in him of which salesmen are made, he does not toss the problem aside until he sees through it. When he pitches his wits against a "tough nut," the nut is destined to lose the battle.

A Plea for Legibility in Lettering

Superimposed Text as a Dangerous Experiment—The Things That Are Best Left Undone

By a Commercial Art Manager

PERHAPS this message should rightfully come under the "Little Schoolmaster" head. For, in part, it is a lecture, a warning, a reprimand. Moreover, we have grown to realize that criticism of any of the elements of advertising is not received with a brass-band-and-flower welcome.

There is a strong tendency to support the mistakes we make in life. Everybody does, in a measure. It's the mothering instinct. Having given birth to a scheme or an idea or a plan, we are perfectly willing to fight for them, whatever the outcome.

The advertising department of a Western plant, famous for the diversity of its lines, produced in its own offices a series of trade paper pages. Someone had conceived the idea of superimposing an abundance of white text over a solid black background. It was argued that "the heavy smash of black" would kill off everything else in the publication.

When the advertisements began to appear, the agency handling the main body of the campaign, wrote a perfectly friendly letter of suggestion and advice. It went on to say that the trade-paper ads were exceedingly difficult to read. The small white text was all but illegible. And in order to be of constructive help, the service department went so far as to set up and plate several possible arrangements. Proofs of these were forwarded in the kindest spirit.

Back came a sharp letter. The advertising department considered the series of trade-paper ads the best that had ever been produced in the history of the house. They were strong and attention-compelling. By comparison, the suggestions sent by the agency, were very weak, indeed.

But when these cases of comeback are all said and done with, the truth of the situation is just

as incontrovertible and as fixed as before. Supporters of illegibility can write letters until their hands are cramped, and they will be wrong. Many of the units of advertising have not been reduced to a science. Typography and the human eye are thoroughly scientific. The functions of type and the known limitations of the eye have been put on a mathematical basis.

The man who deliberately flies in the face of these established precedents is merely deceiving himself. He is not convincing those who know. We have heard very earnest persons say that a headline, set in all caps, is quite as readable as upper and lower case. But saying so does not make it so. It isn't.

INVOLVED TYPOGRAPHY SHOULD BE DISCOURAGED

Therefore we contend that, on occasion, the practice of producing frankly involved typography should be taken to task and discouraged. The evil is not disappearing as rapidly as it should. Adventurous souls on the high seas of composition, set-up and display, still go out over their depth and seem to enjoy periodical drowning. Any attempts to save them from their own folly are met with stern and dignified rebuke.

There is a feverish desire in advertising to "do something new." Anything for novelty. Of course, this, being a form of ambition, should not be discouraged, but when legibility begins to suffer, the reins should be tightened.

There should be no more important word in the lexicon of advertising than *legibility*.

Making the message easy to read is one of the first laws of common sense. For generations, our eyes and our minds have gradually become accustomed to cer-

Best Cooperation in New Orleans

The satisfactory, successful, cooperative and promotion work done by the NEW ORLEANS, LA., TIMES-PICAYUNE'S Cooperation, Merchandising and Promotion Department, in charge of Harry McEnery, is at the service of all national advertisers and agencies.

For over thirty years Harry McEnery has called on the advertisers and agencies of the United States and for over thirty-five years he has covered *New Orleans* in the local advertising and merchandising field. Mr. McEnery has the friendship, good will and confidence of every wholesaler, retailer and manufacturer in *New Orleans*.

The *Times Picayune* maintains a Cooperative, Merchandising, Promotion Department with all kinds of data and details covering every different line of business, with a complete list of all the retailers and wholesalers in every line, and Mr. McEnery has a number of first-class assistants ready at all times to assist him in any cooperation work desired by national advertisers.

Hundreds of national advertisers have proved the value of the *Times-Picayune's* Cooperation Department and benefited by the advice of Harry McEnery, who knows *New Orleans*, its people, its wants, its needs and its business conditions better than any advertising man in the United States.

If you want any information on trade conditions in New Orleans, if you want to know how your goods are selling through the retail stores, if you want to introduce a new brand, if you want a jobber, a retailer, a wholesaler or a special representative in New Orleans the *Times-Picayune's* Cooperation Department is at your service, without cost.

*"The Times-Picayune leads in City, Suburban and total circulation.
See A. B. C. reports."*

CONE, LORENZEN & WOODMAN

New York

Chicago

Detroit

Kansas City

Atlanta



For Soft Drinks

Right at the soda fountain, in the soft drink parlor, in the restaurant or café and in the windows of all these places—there is where you can most effectively advertise your soft drink.

When people are right at the point of buying, the Sig-No-Graph will remind them to **buy your drink**. Its brilliant, ever changing electric color effects, its compactness, its unusual beauty make dealers anxious to display it in their stores.

Manufacturers in widely varied lines—from memo books to automobiles—have found it profitable to put the Sig-No-Graph in their dealers' stores.

Let us tell you how the Sig-No-Graph will increase your sales.

THE **SIG N° GRAPH**

NATHAN HERZOG

431-439 South Dearborn Street
Chicago, Ill.

tain standard forms of type, the ones in most general use, which includes the typography of newspapers and books. The actual build of this type, the spacing and the paragraphing have had a function to perform. They have registered an impression that is not easily erased.

Deviate from these forms, and the eye begins to ask questions. Deviate from them radically, and both eye and mind ask questions. "What's coming off here?" they demand. "We can't translate this as speedily and as easily as heretofore. We must study it out. We stumble a bit and are uncertain. It is causing us unnecessary trouble."

In many advertising departments there is a strict ruling against conglomerate type fonts and styles. "Make it readable first!" is the watchword.

On the other hand, those who are responsible for the artistic merits of advertising, fret and fume when such limitations are drawn. They say: "Type can be as beautiful and as interesting as pictorial embellishment when properly handled. Hand-drawn captions and text may become truly beautiful if you allow us to have our way. Must advertising always follow in the rut of precedent?"

Well, Brother, go as far as you please, so long as the message is quickly, easily read. That's the only proviso we make. If, in order to round out an aesthetic composition idea, you must squeeze fifty words of text into a certain square space, sliced off and beveled and smoothed with an adz, then we prefer more legibility and less temperament.

But it is of superimposed text that we wish to speak at this time. Rarely is it possible to put type on anything but plain white paper, and secure absolute readability. Remember, the eye has grown accustomed to this natural order of things; black type on white surface. It is certainly the line of least resistance and the natural thing to do.

Some there are who will argue

Mr. Publisher!

THERE ARE TWO MEN

who are exceptionally well qualified to handle the entire advertising end of your business. One of us is now, and has been for six years past, advertising manager of a leading publication of national circulation; the other is president and general manager of a small trade paper publishing company, doing a profitable business. Both of us have proven ourselves good solicitors—we know we can get business for the right medium. We know how to handle men and direct an organization so that it will produce results.

We are anxious to join forces and would consider the making of a contract to handle the entire advertising of a suitable publication, on a commission basis. In order to interest us there would have to be a reasonable immediate expectation of at least \$15,000 a year revenue to us.

If your Advertising Department is troubling you, let us talk it over. We know we can get the business if the proposition is right.

Address "B. V." Box 101, Printers' Ink

For set up and folding paper boxes for your **Canadian Trade**

consult us. We
design, make and
ship quickly and
economically.

R U D D

Paper Box Co. Limited
Toronto, Canada

Sales Manager & Advertising Man

A1 sales executive, 33, with 14 years' selling and advertising experience, wishes connection with progressive manufacturing concern offering big opportunity. Has splendid sales record, good organizing ability and a college education.

S. M., Box 106, Printers' Ink



THE RICHEY DATA SERVICE

The facts at your finger-tips when you want them, accurate data on advertising, sales and business conditions issued monthly on looseleaf sheets for pocket binder. Ask for bulletin, folder and sample sheets.

THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis

Somewhere in the Chicago Advertising Agency Field

There is a man with vision, the ability to look ahead and recognize opportunity when it appears.

A man who has the ability and the vim necessary to put into operation a branch service which does away with old customs and establishes a new high standard.

The man must be a product of the agency field of Chicago and know the personnel of the agencies that will allow for closer relationship.

He must know the Chicago field as well as I know the New York field.

He must have the ability of a successful salesman and the personality that goes to make up the good-will which he will sell.

It is necessary that he be a graduate of the checking department of some prominent agency in Chicago, and know all checking problems from personal experience.

He must possess faith in his proposition, and the enthusiasm necessary for success, and above all be absolutely loyal.

This man will address me in care of the La Salle Hotel, Chicago, giving an outline of his experience, etc. Replies will be kept in absolute confidence.

GEORGE V. SCHWORM - President

Co-operative Services of Schworm & Mandel Inc.
450 Fourth Ave. N.Y. 7205-7206 M-54

in this fashion: "My advertisement must combat with perhaps three others on a page. They are apt to be conventional set-ups with large areas of white space. Now, if I throw an air brush tint of gray all over my space, I make it conspicuous. The tone solidifies the ad—pulls it together and makes it different from the advertising of my competitors for attention. I can take a sheet of light gray paper, and sketch my illustration upon it, cutting out a few ingenious whites. And if the gray is not too strong, the type will still be legible."

Sounds very much like logic, but it isn't. Not once in a hundred times does such advertising prove easily readable. For the temptation is strong to introduce as much type and text as might appear on a clear white background. Display advertising, where a simple, short catch-phrase is used, and very little else, the sheer size of the type will save it from harm. Then backgrounds of any tint or shade are quite permissible. Bear in mind that in some forms of plate-making, the half-tone screen which produces the background, also cuts up the black of the type. That is an inherent quality of half-tone work. You do not even secure the full weight of the individual black letters. Seen under a magnifying glass, they are criss-crossed with tiny white dots or squares. Literally, a part of the type is eaten away.

Black on gray can not possibly be as legible as black on white. There you have the direct truth of it, beyond arguing. And the first duty of the copy is to be read. Therefore, no artistic excuse or apology or subterfuge is vital enough to controvert the larger essentials of the case. The composition and first vivid impression of an advertisement, in its appeal to the eye, may be far more attractive because of possible licenses, but is it quite fair to the reader and to the message? Legibility is sacrificed for charm of arrangement.

Except in rare instances, it is wise to rule arbitrarily against the



The DICTAPHONE —For Early Morning Dictation

The advertising man who gets the early morning jump on his mail has the best chance to leave the office for a healthful hour on the links, a spin in the car, or a turn on the lake.

The Dictaphone is a mighty big help, because it cuts out all the delays made necessary by writing each letter both in shorthand and on the typewriter. You generally can get out your dictation during the cooler hours, then forget it. So can your secretary.

Phone or write our nearest Dictaphone Branch Office for 15-minute demonstration in *your* office, on *your* work.

THE DICTAPHONE

Registered in the U. S. and Foreign Countries

Dept. 134-G, Woolworth Bldg., New York City

Branches Everywhere

Write for Booklet, "The Man at the Desk."

There is but one Dictaphone, trade-marked "The Dictaphone," made and merchandised by the Columbia Graphophone Company



"The Shortest Route to the Mail-Route"

Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue	JULY 3, 1919		
Edition Ordered	15100	12600	14100
Actual Run	15100	12614	14195
New Subscriptions Received	83		
(a) 6 mos.	12		
(b) 1 yr.	71		
(c) 3 yrs.			
Renewal Subscriptions Received (Prior to expiration 103 after expiration 31)	134		
(a) 6 mos.	12		
(b) 1 yr.	122		
(c) 3 yrs.			
Net Paid Gain	58		
Net Paid Loss			
Total Paid-in-Advance Subscriptions	X 12511	10919	11290
Newstands Sales	1813	1121	1315
(a) American News (net sales)	1530	960	702
(b) N. Y. City (net sales)			475
(c) Direct Out of Town (net sales)	283	161	138
Copies Mailed to Regular Advertisers	24	10	334
Copies Mailed to Single-Insertion Advertisers	112	66	82
Correspondent's and Complimentary	0	0	0
Extra Copies to Advertisers	0	0	1
Advance Copies	0	0	30
Uncut Copies for Bound Volumes	175	175	200
Samples			
(a) Requested			
(b) Unrequested			
Office Sales—Current and Back Numbers	116		
Changes of Address	2		
Duplicate Copies	2		
Back Numbers on Subscriptions	1		
Service	53		
Miscellaneous Office Use	78		
Total Number of Copies Printed Since January 1	380956		
Average Edition from January 1 to Date	14109	12614	14226

X
HIGH
WATER
MARK

Signed Frank J. Meek
CIRCULATION MANAGER

superimposing of small-type text on gray or black backgrounds.

White type on black is always difficult to read. There can be one exception only—a few words, lettered in a bold way. Sheer size overcomes the objection. Notwithstanding which, we find innumerable instances of tiny lines of text, in white, against either very dark gray or solid black backgrounds.

Is it "good advertising" to antagonize the eye?

Advertising should exact only pleasant things of the casual reader. It should invite rather than repel or offer stumbling blocks. It should be artistic, of course, but if it has a story to tell, through the medium of type, then the type should be as clear and as legible as type can be. Any other assumption or theory is ridiculous.

Just now, trade publications are the chief offenders. In a desperate effort to command attention, where there are so many similar advertisements, the solid gray or black background is resorted to. Type or drawn letter, the result is about the same—illegibility.

Advertisers of metal products seem to take a sort of fiendish delight in transgressing upon their own foundries for display. One of the most popular forms is to imitate a sheet of metal and raise the text from this surface, with shadows, highlights, etc. As a consequence, the story is hopelessly involved. Please, Mr. Advertiser and Mr. Advertising Manager, look leniently upon our criticism, and *don't do it!*

Lettering should not be placed over *anything*, as a general rule, except plain white paper. You run a serious risk every time it is attempted. The gamble is made of graying down a building or a scene or a piece of machinery, allowing it to occupy the full width and depth of the total space, and then running text over the design.

We do not believe this has ever been accomplished successfully. The pictorial feature is marred almost beyond recognition, and

An Art Service That Serves

The Woodruff Art Service

Specializes in ready for use originals, by the foremost master-draughtsmen and colorists, suitable for

COLOR INSERTS, MAGAZINE COVERS, HOUSE-ORGAN PUBLICATIONS, CALENDARS, BOX-TOPS, CUT-OUTS, ETC.

The Most Complete Stock of Made - for - Reproduction Paintings in America

The Woodruff Art Service

John Le Gay Woodruff, Manager
31-33 E. Twenty-Seventh St.
Tel. Mad. Sq. 4428 New York City

Every Kind of Picture for Every Kind of Purpose

Here's Your Copy, Sir!

Every House Organ Editor, every Trade Journal Editor, every Advertising Man, every Sales Manager, and every Concern planning a House Publication of any sort—should subscribe to this live-wire, ready-to-print art and copy service!

THE ASSISTANT EDITOR

contains, in each issue, 4,500 words of interesting and inspirational copy, ranging from 20-word paragraphs up to 300-word editorials, with 8 illustrations on heavy drawing paper. Printed on one side only, perforated around each article, and done up in handsome portfolio form, 8½ by 11 inches, just right for filing. Published monthly.

**Price—\$15 Quarterly—In Advance
Send Only \$3 for First Issue**

Get acquainted with THE ASSISTANT EDITOR, through this special offer—and you will give this efficient helper a job for life! Three dollars will bring it to your desk, with license to use all of the matter contained. Send for your copy today!

ADVERTISING ASSOCIATES
Suite 1503 Mailers Building, Chicago

SPECIAL WRITER

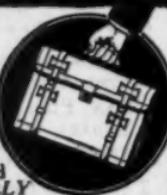
**Booklets — Publicity — Features
Confidential Commissions**

Experienced advertising, publicity, newspaper executive available for special work. Highest grade service. Particular attention to out-of-town orders. Extra work of agencies, advertising, publicity and editorial departments solicited.

Address "A. Z.", Box 106, Printers' Ink

**CENTURY
PORTFOLIOS**

You will find them just the thing for carrying your copy, proofs, drawings and samples. **SAFELY** and **SYSTEMATICALLY** arranged—everything at your fingers' tips. Strong—Roomy—Attractive. Made in various sizes and designs. Our prices **WILL SAVE YOU 25 to 40%**. Investigate. Send for illustrated Folder "P" today. **CENTURY LEATHER CRAFTS CO.**
358 Broadway New York

**George Seton Thompson Co.**

Planning	Advertising	Booklets
Copy & Art		Circulars
Printing	SERVICE	Catalogs
Mailing		House Organs

122 West Polk Street, Chicago
Wabash 7316

**Howell
Cuts**

for house organs
direct mail and
other advertising

Charles E. Howell, 303 Fifth Ave., New York

LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES

are now
using

ROTOGRAVURE
INSERTS

*There must
be a reason*

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

the type is not readable, that is, not easily readable. To do these things may sound good in the telling, but they fail to work out in actual practice, because they were essentially impossible to begin with.

We offer no compromise in the way of constructive criticism because there is no substitute. It can't be done. Remember, also, not all eyes are good ones. The optician and the oculist are in our midst and seem to be busy professional men.

There is so much that ranks high in advertising, and the stride forward is so pronounced, that this little matter of superimposed text makes merely a ripple on the surface. Its adherents are many and natural born fighters. Occasionally, however, reminders are helpful. For, at best, advertising is still in its 'teens.

We feared, when we began our story, that the Little Schoolmaster should have written it. Schoolmasters are supposed to point our morals and discover errors. It is expected of them—even tolerated in them.

Nevertheless, we stand squarely by the precepts here set down. We can be mighty sassy when we know we're right!

The President Said

"it can't be done"—the man said "it can." An army division wanted the man who said "it can." It took him. He made good.

He is now out of a job. He has directed advertising, sales. Managed and organized large clerical forces.

He wants an opportunity to again demonstrate "it can be done."

Address "E. O." Box 103
Care Printers' Ink

Wanted to buy—

Outright, or interest in established, RECOGNIZED, small ADVERTISING AGENCY. State proof, particulars and price. Address E. M., Box 105, Printers' Ink

Gladys was a popular girl

It sure looked as though she could
Take her pick of the town's eligibles
Any time she wiggled her little finger.
But I notice—

That most of the home-town lads
Have picked the wallflowers
To settle down and live with.
Gladys had her limitations.
We all have 'em.

One of ours consists in the inability
To give the kind of service that
Advertisers have come to expect from
This organization to more than a
Very limited
Number of clients.

Perhaps this is one of the reasons
Why we are still able to pride
Ourselves in the fact that
We have never lost an account.

GREIG
440 S. Dearborn St.
Chicago



AND
GLOVER
Telephones Wabash
2545-2564

Eastern Branch
10 Milk St. Boston, Mass.

Western Branch
Times Bldg. Seattle, Wash.

ADVERTISING

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 125 MADISON AVENUE, NEW YORK
CITY. Telephone 1346-7-8-9 Murray Hill.
President and Secretary, J. I. ROMER. Vice-
President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building,
122 South Michigan Boulevard, KIRK TAYLOR,
Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston,
JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M.
KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg. A. J. DENNE
Manager.

Paris Office: 31bis Faubourg Montmartre,
JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price,
three dollars a year, \$1.50 for six months. Ten
cents a copy.

Foreign Postage, two dollars per year extra.
Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45;
quarter page, \$22.50; one inch, minimum \$7.
Classified 50 cents a line. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
FREDRICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
JOY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
Burnham McLeary Frank H. Williams
Helen A. Ballard S. E. Kiser
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 24, 1919

Printers' Ink On October
To Have a first, PRINTERS'
Monthly INK will begin
Magazine the publication
of a monthly edition
to be called "Printers' Ink
Monthly." The new publication will
have the page size of the *American Magazine*, which is more than
twice the size of the present
PRINTERS' INK page.

PRINTERS' INK itself will con-
tinute to be issued once a week, in
the same form and page size as
heretofore, and will cover the
news of the advertising world and
carry the constructive articles on
all phases of advertising and sell-

ing practice for which it has built
up a wide reputation. In other
words, the value of the weekly
will not be affected in any way
by the projected monthly.

The primary reason for starting
the new publication is an insistent
demand upon the part of a consider-
able number of our subscribers
that we shall treat in a more elaborate
way certain phases of modern advertising
which require, for illustration, a larger page
form than the modest, though convenient
size of PRINTERS' INK. These phases in which the monthly
edition will specialize may be broadly classed under "the tech-
nic of advertising," such as Ty-
pography, Paper, Illustration, En-
graving, Lithography, Direct-by-
Mail Advertising, Posters, Painted
Bulletins, Street Car Cards, Cal-
endars and those aspects of ad-
vertising which seem to require
large space to reproduce their
original effectiveness adequately.
It is proposed to make the monthly
edition of PRINTERS' INK a veritable *idea book* which adver-
tisers will preserve and frequently
refer to for stimulation, and for
general information. Logically
following out this plan, our sub-
scribers may expect reviews of
new catalogues, booklets, and
original pieces of printed advertising,
these articles being illustrated
to show handsome typographical
effects, new processes and the latest
treatments by advertising art
experts.

For the present, and until such
time as the monthly is able to
build up an independent subscrip-
tion list of its own, all subscribers
to PRINTERS' INK will receive the
new publication without extra
charge. It will be placed on news-
stands at twenty-five cents a copy.

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The starting of a monthly PRINTERS' INK has been under serious consideration for a long time, and had it not been for the war, might have been undertaken five years ago. Coming at this time, the new enterprise is simply an added sign of the tremendous growth of interest in advertising on the part of American business men; and also a slight attempt on the part of the publishers of PRINTERS' INK to recognize the confidence which the advertising world has so amply bestowed upon this little and unpretentious journal.

It may also be of interest, in view of the family spirit existing among our clientèle, to state that the launching of this new publication will be attended by the admission to the firm as stockholders, with a full voice in the management, of eight of our editorial and business staff who by their conscientious and highly appreciated services have been influential in giving to the great modern industry of advertising a journal of which it has never had occasion to be ashamed.

JOHN IRVING ROMER,
President and Editor.

**The
Advertising
Possibilities
of Embarrassing Ex-
planations**

Just about the time the war was putting a crimp in domestic business a certain manufacturer of varnishes found himself unable to make prompt deliveries. His customers registered all kinds of complaints and his competitors were quick to turn them to their particular advantage. "So and so can't fill your order for six or

eight weeks," said they; "we can ship to-morrow."

But this wasn't a *real* club-shaker; it was only a "bogey." The manufacturer immediately launched a special campaign, the burden of which was: "If you order from us we can't ship for six or eight weeks, *and you ought to be glad of it!* We are unwilling to ship immature varnish. We are letting it age. It is to your advantage to order of a manufacturer who, under stress, is willing to observe the same conscientious care in the preparation of his goods that he observes when labor and supplies are plentiful."

And the campaign "got over." The manufacturer won out on the sheer integrity of his house and his frankness with the public.

For years a certain manufacturer of special tools carried in one item a line of thirty sizes as against some two hundred or more put out by his rivals. Time and again his salesmen felt themselves constrained to avoid this unpleasant subject or to counter with specious argument.

But there was one real answer, had they but known it, and it was a corker.

"Certainly we make only thirty sizes, but they are all that are needed to meet practically every demand. What your work needs is to be standardized. It means an actual saving to you, Mr. Manufacturer, and you will find it proven time and time again in the tool-room, in the stock-room and out among the machines. These other fellows are throwing dust in your eyes. The industry hasn't any earthly need for more than thirty sizes, and we have been honest and wise enough to recognize the fact. They will come to it later, and when they do it will be the best thing for everyone concerned."

After years of embarrassing explanations that was the argument he finally used both in his advertising and in his sales, and to his surprise he found that what he thought was his weakest link was his strongest. Suddenly he found

himself, instead of a trailer, actually in the lead in a movement that won friends for him wherever this particular tool was required.

Are the arguments that the other fellow is cashing in on real or are they only "bogey-men"?

Character Advertising One of the most significant trends in modern merchandising is the attempt on the part of an organization to get its personality and character across to the consumer. "What kind of a store or company is it that I am doing business with?" says the consumer.

The customer is not apt to haggle over prices with a firm in which he has implicit confidence, and the troubles of doing business are tremendously simplified by the standardization of character in his mind.

One of the successful ways of building up this personality is to talk in print more about the fundamentals back of the merchandise than to describe in detail the assets of the merchandise itself, to appeal to the broader buying motives by showing helpfulness and by talking about things in which the buyer is vitally interested.

Out in Johnstown, Pa., a furniture store has done a public service by advertising the desirability of building a home. "The Little House with Flowers Around It" is the title of one of the advertisements. New homes, it is true, benefit the furniture business, but the series of advertisements about homes gave the store a definite character of helpfulness, co-operation and civic pride.

As reported in last week's issue of PRINTERS' INK, Mr. Scott, of Omaha, sold awnings by saying a good word for the merchants in town, and, in boosting Omaha, incidentally boosted his own sales.

The Earnshaw Knitting Company helped every other maker of infants' wear by making merchants appreciate the value of a department selling infants' goods. "The Infants' Department," a

monthly magazine of merchandising helps for department stores, which was designed to benefit the entire industry, established for the concern a character of helpfulness and co-operation.

The ideas of good sportsmanship are being sold to sell more sporting goods—the sound of a little brook and the clean smell of the forest after rain to sell bungalows, and so, more and more, both retailers and manufacturers are making their sales appeals along the broadest lines.

Establishing a definite character is as important for an institution as for an individual, and it can be greatly helped by planning advertising along broad and fundamental lines.

Three New Accounts of Norris-Patterson

Norris-Patterson, Ltd., Toronto, announce that the following accounts have been secured:

F. C. Sutherland & Co., stock brokers, Toronto and Montreal, advertising various standard mining securities in a newspaper campaign in Eastern Canada.

The Aromint Mfg. Co., Toronto, manufacturer of "Aromints," a pound candy wrapped in rolls, to be advertised in Canada through newspapers and cover pages, in color, of magazines and trade journals.

Standard Silver Company, Toronto, manufacturing Holmes & Edwards Silver, which will be advertised in newspapers and magazines.

New Type of British Airplane Liner

Upholstered armchairs on aluminum frames and a porthole beside each seat are features of the newest type of airplane liner turned out by Vickers (Ltd.). The manufacturers claim that it is the first of its kind. The new liner can carry ten passengers in addition to two pilots. The fuselage is water-tight and will float in case of descent into water. The machine is a tractor biplane, with two Rolls-Royce Eagle 8 engines of 350 horsepower each; it has a cruising speed of 93 miles an hour and a gasoline capacity of 200 gallons, and can rise readily to a height of 14,000' feet.—United States Commerce Reports.

Airplane Mail Postage Cheaper Now

The Post Office Department has fixed the airplane mail rate at two cents an ounce, the same as on all first-class mail matter.

FRANCIS S. MYGATT

has been placed in
charge of the

Advertising Interests

of

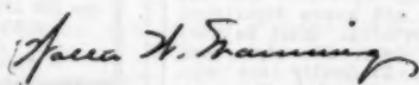
WOMAN'S WORLD

in

Pennsylvania

and

The Southern Territory



Publisher

**MICHIGAN
BUSINESS FARMING**
Michigan's Greatest Farm Weekly!
80,000 BUSINESS FARMERS 45¢ LINE
Michigan has 210,000 farms and over
125,000 farm owners
Geo. N. Slocum, Pub. Mt. Clemens, Mich.

ZEEN-YAH, O-H-I-O

XENIA, OHIO. Reached ONLY and WHOLLY by Evening Gazette and Morning Republican. We catch them before they go to bed and after they get up.

**LOS ANGELES
EVENING HERALD**

Carries a greater volume of advertising than any daily on the Pacific coast

**DAILY
CIRCULATION
127,773**

Charter Member A. B. C.

Wanted A Woman Writer

A woman copywriter who has worked in and knows department store advertising. Must be good on corset copy, also style copy generally. Preferably use own typewriter. So-called "temperamental" people and "geniuses" will not like this work, but a good, live woman who is willing to make herself useful and agreeable in a large organization, will like it, and succeed. Address complete details, with present earning capacity, to

C. R., Box 102, Printers' Ink

New International Home for Newspaper Men

The International Editorial Association, a beneficial and fraternal organization of newspaper men, formed recently in Chicago, has just completed the purchase of the Jeter Institute property, Bedford, Va., and is already occupying a portion of the premises while the remainder of the building is being remodeled. The building formerly served as a seminary and was later used as a temporary national home for the Elks, who now occupy a new structure directly opposite the newspaper home.

The International Editorial Association is the only organization of its kind in existence, the only other enterprise of a similar nature being the proposed James Gordon Bennett Home. All members of editorial staffs of newspapers, both daily and weekly, are eligible to membership.

Will Open 10 Cash & Carry Stores

The J. R. Thompson Company, which operates self-serve restaurants in a number of the leading cities of the country, announces a plan to open ten cash and carry grocery stores in Chicago. These stores will be in the nature of an experiment. If they prove successful the company likely will extend the idea to all parts of the country.

H. G. Seely Makes Change

H. G. Seely has joined the advertising department of the Hurley Machine Company, Chicago, as assistant advertising manager. Mr. Seeley was formerly on the staff of the *Herald and Examiner* of Chicago.

Joins Kabo Corset Co.

Varina M. Losey, for two years copywriter for Alfred Decker & Cohn, Chicago, has been appointed advertising manager of the Kabo Corset Company of that city.

→ FOR IDEAS
→ FOR TRADEMARKS
→ FOR SLOGANS
→ FOR SNAPPY COPY
→ FOR SALES-BUILDING
→ FOR ANALYSIS OF CAMPAIGNS
→ FOR ARTISTIC DISPLAY LITHOGRAPHY
MAXWELL SERVICE
(Not an Agency)
P. O. Box 113, Baltimore, Md.

Checking Up On Dealers

Are you getting full returns in use of advertising helps, electros, etc., that you furnish to dealers? Press clipping service will help you find out. National or sectional fields covered.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.

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a national a
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New Tire Manufacturer to
Advertise

The Rubber Products Company, of Barberton, Ohio, manufacturers of Stronghold automobile tires, will begin a national advertising campaign in the near future. Glen Buck, of Chicago, will handle the campaign.

Service Man Joins "Farm Mechanics"

J. B. Lippert, formerly assistant advertising manager of the Simmons Boardman Publishing Co., Chicago branch, is now since his return from overseas army service on the advertising staff of *Farm Mechanics*, of Chicago.

"—but how will the plates turn out?"

Many an advertising man, admiring a beautiful original, has had this disturbing thought.

The exacting clientele we serve feel no such uneasiness. They know that we'll get from the original *all* that can be gotten by skill and equipment and experience — that "every Trichromatic plate is as good a plate as can be made."

**The TRICHROMATIC
Engraving Company**

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.
J. H. TRYON

C. A. GROTH

THE ADVERTISING WEST

can be reached most economically by

Western Advertising

The only advertising journal published in a territory of 10 million people. Rates on application. A live, up-to-the-minute, hand-somely printed, monthly magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., Publishers, SAN FRANCISCO

"GIBBONS Knows CANADA"

The Little Schoolmaster's Classroom

MANY a member of the class looks back with fond remembrance to the day he ran a newspaper. Perhaps it was a mimeographed sheet recording the neighborhood news back in the short-trouser period; perhaps a school paper, or the college daily with its campus gossip and editorials of "world-wide" significance. The man who has never run a newspaper of one kind or another has surely missed some of the joy of life, and pleasant thought of long ago came tumbling in on the Schoolmaster when he heard the following:

Out in St. Joseph, Missouri, there is a drug store. And in the rear of this drug store, there is published a good house organ. The foreman, circulation manager, editor, publisher, advertising solicitor, collector, janitor and staff of this house organ, called "The Fifth Avenue Advertiser," is Lee Marks, 14 years old, son of the man who keeps the drug store. When he is not editing and otherwise working on his paper, Mr. Marks finds time to attend the Lafayette High School in St. Joe.

* * *

The main object of this publication is, of course, to help make business better for the editor's dad, and most of the advertising are wares for sale in his father's establishment. Nobody is barred entirely, however, and other advertisers are represented in the advertising columns in apparently ever increasing number. The publication was first typewritten and then mimeographed. It is issued monthly and 400 copies of each issue are distributed by house to house delivery, like any big newspaper. The advertising rate, as Editor Lee Marks has fixed it at the present time, is 75 cents per page. According to the Schoolmaster's informant, his classified ads, especially for typewriters, baby carriages, cook stoves, ice boxes and what-not, actually sell the articles mentioned. There are

very few house organ editors in any city who can get the publicity that Editor Lee Marks receives.

A recent issue of the *St. Joseph Gazette* carried an interview with him.

"Of course," said this interview, "Editor Lee Marks is for a Greater St. Joseph, for public ownership of public utilities, the initiative and referendum, the perpetuation of the Monroe Doctrine, the abolition of three-handed poker games, the extension of promissory notes, and increased elasticity of the voluntary bankruptcy law, just as large publications are, and neither fear nor favor influences his editorial utterances. He is for America and the Freshmen A class also."

Much of the reading space in the "Fifth Avenue Advertiser" is given to jokes.

When asked by the same interviewer where he got these jokes, Editor Lee Marks replied that he had got them out of some books he had up at the house, which is more truthfulness than is sometimes found among the ranks of editors.

At the present time, Editor and Business Manager Lee Marks has in mind raising the advertising rates on his dad. It appears that the advertising matter put in by the editor's father is crowding out good cash business, and the revenue of the paper at this time is less than enough to pay for typewriter ribbons used in preparation of its copy.

"This," says Editor Marks, "is not as it should be and something must be done about it."

* * *

Among the other unique features of his publication, Editor and Business Manager Lee Marks has one idea, which is recommended for the benefit of all house organ editors and editors of other publications as well as copy writers in agencies, advertising managers and all men who write with pen in hand. When he

300%

Do you realize that in four years the printing industry has increased more than one hundred per cent. in the United States and that the business of our corporation has increased *three hundred per cent.* in the same period?



Charles Francis Press

The Address is 461 Eighth Avenue, New York
The Telephone Number is 3210 Greeley

The INLAND PRINTER

Every number contains Copy, Type and Lay-Out Suggestions. Advertising men need it. Subscribe today and get our 100-page Book of Ideas Free.

632 Sherman Street, Chicago

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. F. BRANHAM, Editor
951-957 Insurance Exch., Chicago

The GAS RECORD

is the only gas journal edited by experienced gas men. That's why it's the leading gas paper editorially and has the most advertisers and readers.

A. B. C. Semi-Monthly A. B. P.
CHICAGO: 20 W. Jackson Blvd.
NEW YORK: 51 E. 42d St. Tel. Vanderbilt 5467

Hide and Leather

sells Motor Trucks to shoe manufacturers, pork and beef packers, tanners and hide dealers.

ASK WHY

136 W. Lake St., Chicago, Ill.

DRY GOODS

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated dry goods, department and general stores than any other dry-goods paper. Ask for A.B.C. statement and sample copy.

Des Moines
Chicago Indianapolis New York

FURNITURE

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated furniture merchants than any other furniture publication. Ask for A.B.C. statement and sample copy.

Des Moines
Chicago Indianapolis New York

MERCHANTS NATIONAL HARDWARE JOURNAL

An unusually good buy. Ask us the reason why, and also ask for sample copy.

Des Moines
Chicago Indianapolis New York

ishes up on what he has to say and apparently has nothing further of interest to tell his readers, Lee Marks adopts the unique method of leaving the remaining space blank.

* * *

Red tape in government departments has been the subject of many an attack, and yet the war seems to have cut several thousand yards of it.

The army was able to plan and execute an advertising campaign after the signing of the armistice in less time than it usually takes the average corporation to get ready. Has red tape now taken up its abode in the state universities? The method of the State University of Kansas, as sent to the Schoolmaster for comment, would seem to indicate it.

The profit on a subscription to a magazine is scarcely one to make the average manufacturer in other lines green with envy.

The University library wishing to subscribe to a certain magazine, the price of which is \$1.00 per year sent along with the request a strong affidavit stating that the foregoing bill was correct and just and "wholly unpaid." That no part of the dollar had ever been commuted. That no bonus, commission or other consideration had been given or stipulated because of the proposed exchange of values, and a few more "swears" along the same line.

All this affidavit was to be executed by the publisher and certified. The cost of executing the affidavit—twenty-five cents—to be borne by the publisher and deducted from his immense profit on the \$1 subscription. The publisher couldn't see it that way, so that the University is out a maga-

OIL NEWS
The Only
Semi-Monthly
in the
OIL INDUSTRY
Shaw Publishing Company
14 East Jackson Blvd., Chicago

zine and some notary loses twenty-five cents.

* * *

Ever since the Schoolmaster was a boy and had to construct, with great labor, a letter of appreciation—perchance to tell his grandfather or his grandmother what a good time he had in the country—one of the most troublesome literary efforts of his life has been to say "Thank you" in a way that really expresses the gratitude he feels. It is with a feeling of envy, therefore, that he glances at the "check" before him which he has just received from the publication of the N. E. A. "Pep."

"Bank of Appreciation" is the source of the "funds." It is located at the corner of Acknowledgment Street and Gratitude Square, and the amount of the check is "One Thousand Thanks." The check is protected.

What a comfortable way of saying "Thank you!" One could write such checks all day and at the day's end be not a penny the poorer! While "Pep" has preempted this particular idea, there is many another way of saying "Thank you" that has not yet been thought of.

Worth while, says your preceptor, for each and every one of us to work out for himself his own individual "check," speaking figuratively, on the "bank of appreciation."

American Lumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

BUILDINGS

and BUILDING MANAGEMENT reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

City Hall Square Building, Chicago

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Address

MILL SUPPLIES,

537 South Dearborn St., Chicago

THE SEED WORLD

The business paper of the Seed Industry. Covers closely American seed growers, wholesalers and retailers. Large Foreign circulation. Published semi-monthly. First and third Fridays.

Postal Telegraph Building, Chicago, Illinois.

Office Appliances

The one journal which covers the field of office equipment

Two hundred sixty manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not send it free.

417 So. Dearborn St., Chicago

Petroleum

"Representative Magazine of the Oil Industry"

CHICAGO
STEGER BLDG.

NEW YORK
47 WEST 34TH ST.

To secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN
EL COMERCIO
Established 1875



The Oldest Export
Trade Journal in the
world.

Circulation Audited by
A. B. C.

Sample Copy, Circular Rates and full particulars upon request.

J. Shepherd Clark Co.
Editors and Publishers
BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Engraving and printing salesman familiar with high-class direct-by-mail literature. We want a man capable of managing one of our branch offices. Tell about yourself in confidence. Bureau of Engraving, Inc., Minneapolis, Minn.

SALESMAN: An unusual opportunity is offered to handle an established interesting specialty either as an exclusive selling proposition or side line. Write for information, stating territory covered, line now selling, etc. Box 438, care of Printers' Ink.

ASSISTANT ESTIMATOR

Young man wanted in manufacturing establishment, in Philadelphia, to help with the estimating. One familiar with the printing business preferred. In answering please give age, experience and remuneration expected. Box 441, P. I.

Artist Wanted

Experienced commercial artist wanted at once by large advertising agency with rapidly growing business. Send samples of work and give particulars as to qualifications, age, salary expected, etc. Southwestern Advertising Co., Dallas, Texas.

A High-class Woman's Publication requires an experienced advertising representative in Chicago. This position offers splendid opportunity for rapid advancement, as this is a fast growing publication. In reply please give full particulars as to experience, and present and past connections. No inquiries will be made until after interview. All answers will be treated strictly confidential. Box 444, Printers' Ink.

In our service to department stores, shoe stores and clothing stores, we need the assistance of an advertising woman with brains and initiative, with department store experience, who understands the needs of these stores and can aid them with copy and ideas of real practical value in their newspaper advertising. In addition to her ability as a copy writer, she should be able to direct artists in the production of illustrations. To the one who can meet the requirements of this position, we can offer a good salary and a growing opportunity, in an independent atmosphere where she will have ample freedom for the expression of her own ideas. Box 449, Printers' Ink.

Wanted—High-class solicitor who has thorough acquaintance with national advertisers and advertising agencies, and who is capable of approaching and interesting important manufacturers on proposition of making exhibit at Exposition shortly to be held in one of the large central cities. Salary and commission basis. Give brief statement of past record and also references. Address Exposition Manager, Box 452, Printers' Ink, New York.

SERVICE SALESMAN WANTED

Attractive proposition and exclusive territory open for energetic salesman. No objection to carrying other line or service if they won't conflict.

ALERT SYNDICATE SERVICE,
109 North Dearborn Street, Chicago.

ARTIST!

Young man with creative ability in lettering, designing, color sketching and pen and ink for a general line of commercial work; one who has had previous experience in agency art department or photo-engraving plant preferred. Send samples of work, insured; will be returned same way. Permanent position. A-1 salary to right man.

STEFFAN ART SERVICE,
11 E. Lexington St., Baltimore, Md.

UNUSUAL OPPORTUNITY

for an experienced advertising salesman for southern trade journal leading its field. Must make New Orleans headquarters and do considerable traveling. Previous experience essential. Unusual opportunity for man who can handle territory and who is capable of developing into advertising manager. State age, experience and salary expected. All replies held strictly confidential.

SOUTHERN MARINE JOURNAL PUBLISHING CO.
Houston, Texas

WANTED—Experienced Mechanical Photo re-touchers. Steady work. Apply Art-Photo Division, Publicity Dept., Westinghouse Electric & Mfg. Co., E. Pittsburg, Pa.

UPSTATE
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Box 463

STATE N. Y. AGENCY HANDLING MANUFACTURERS' ACCOUNTS ONLY, WANTS COPY WRITER who can make his own layouts; need not be an artist, but should know illustrations, cuts, type and their intentions and be able to sketch and give intelligent instructions to artist or printer—in writing—on his layouts. Must have experience in handling magazine, trade paper and direct mail copy. State age, experience, salary expected and send samples of your work with first letter. Address Box 64, Printers' Ink.

United-Patent Medicine Copy Man

Not an advertisement writer, but one who can write forceful booklets, form letters, etc. Direct mail order for a proprietary treatment of a specific ailment. Must be creative, have initiative, experience and real ability. Present PROOFS in first communication and, if successful, give names and addresses of firms. The work can be done in your spare time. State requirements.

"National," Box 445, Printers' Ink.

Sales Manager Wanted

A man who has had at least five years' successful experience in selling an Agricultural Line; married man preferred; splendid opportunity for a live man; chance to acquire an interest in the business without a cash investment. An old established concern with big possibilities. If you can sell goods yourself and know how to organize and handle salesmen, write at once, stating experience and salary desired and give references. All correspondence strictly confidential.

Address Box 459, Printers' Ink.

Paint and Varnish Advertising Mgr.

A Large Paint and Varnish manufacturing industry, located in the Southwest wants a really capable and thoroughly efficient Advertising Manager. The job calls for a man with wide advertising experience in the Paint and Varnish line, a man who has initiative and a working knowledge of the various activities of the Paint and Varnish industry, who knows the proper preparation and production of printed matter, promotion work for dealers, etc. The man we want is now probably in the Advertising Department of some large manufacturing concern of kindred lines, who wishes to connect with a live firm that will offer possibilities unlimited. There are excellent opportunities for the right man. Give the usual details as to your age, education, experience, reference, salary, etc. If possible, let us have a photograph accompanying your application. Box 465, care of Printers' Ink.

Established New York trade periodical of highest standing is looking for the right advertising man. The present owners want an associate rather than an employee, a young man of persistency and enthusiasm who desires to earn for himself a permanent position in a rapidly-growing business. The only requirement is ability to get business, but New York agency acquaintance, and experience in soliciting financial advertising would help. Please give full details as to age, experience, remuneration desired and references. Strictly confidential. Box 453, Printers' Ink.

Advertising Manager wanted by established jewelry firm to take entire charge of mail-order department. Understanding catalog work, etc. State experience, salary expected, etc. Excellent future for the right man. Box 473, care of Printers' Ink.

Experienced catalog make-up man. Knowledge of engineering products preferred. Location downtown New York. Box 472, care of Printers' Ink.

MISCELLANEOUS

WANTED—Two Color Rotary Press capable of printing 32 pp. $10\frac{1}{2} \times 14\frac{1}{2}$, delivered if possible as a 32. Must be in first-class condition. Box 439, care of Printers' Ink.

SLOGANS, TRADE-NAMES,
MADE-TO-MEASURE, \$15.02
APIECE. FILE THIS. "S.
LOGAN," BOX 440. CARE
OF PRINTERS' INK.

LABEL VELLUM AND SIGN CLOTH

For Printers and Lithographers
Send for Sample Book

WILLIAMS, BROWN AND EARLE,
918 Chestnut St., Philadelphia

Sales Representative, Advertising Man, capable of organizing sales force desires to represent exclusively reliable manufacturer's products or specialties. Office located Philadelphia, Box 466, P. I.

FOR SALE

One F. Wesel & Brothers Galley Proof Press to take forms 12" wide by 41" long, complete with roller and base. Make offer. Columbian Rope Company, Auburn, N. Y.

POSTAGE.

The magazine that tells how to transact business by mail. A necessity in every business office. \$1.00 for six months. \$2.00 a year. POSTAGE. 1 Madison Ave., New York

Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders' Products
Printers' and Bookbinders'

Machinery of Every Description

CONNOR, FENDLER & CO.

Ninety-six Beekman St.
New York City

I Need An Associate

Preferably a New York advertising man, publisher or printer who—for half interest—can invest a moderate amount and take active interest in marketing a Men's Wear Advertising Service beyond competition in quality and comprehensiveness. Box 443, Printers' Ink.

I WILL BUY OR TAKE THE ACTIVE AND DIRECTING MANAGEMENT OF A TRADE JOURNAL (Monthly Preferred) THAT THROUGH LACK OF KNOWLEDGE OF THE GAME OR INEFFICIENT HANDLING CAN BE SECURED ADVANTAGEOUSLY. BOX 461, PRINTERS' INK.

POSITIONS WANTED

Position desired—Applicant has been assistant art manager of large agency; managed clerical end of department, also supervised assembling of drawings. Box 446, Printers' Ink.

Can You Use

A young man (20) who has the ambition, "pep" and ability to "make good," seeking bigger opportunities? Well educated, thorough experience art directors' assistant. Knows details art, engraving and matrix departments. Has written some copy. Box 458, Printers' Ink.

COPY MAN

Thorough all-around experience in agency copy service and advertising department work. Available September first. Box 447, Printers' Ink.

EUROPEAN REPRESENTATION

Business man, lively and experienced, well introduced, wishes to represent exclusively, good American firm in Europe. Box 437, Printers' Ink.

COPY WRITER

Thoroughly experienced in agency work. Capable of organizing and directing department or acting as account executive. Graduate engineer. Box 468, P. L.

Young man, 22, college training, now on trade journal, wants inside position with agency, or as assistant in advertising department of manufacturer. Capable writer. Box 457, Printers' Ink.

ARTIST

HIGH-GRADE, ALL-AROUND MAN, WANTS AGENCY CONNECTION, BOX 448, CARE PRINTERS' INK.

WOMAN sales critic and supervisor of correspondence. Successful executive with two large concerns. Can organize, develop correspondents, create sales. Will come for personal interview. Box 450, Printers' Ink.

YOUNG WOMAN who has handled advertising and sales correspondence for large manufacturers (in connection with agency), seeks connection in same capacity; as assistant to advertising or sales manager, or agency executive. Has had long advertising agency experience. Box 460, Printers' Ink.

Returned officer who was formerly publisher of well known monthly desires connection as Publisher or Manager of publication that needs aggressive and intelligent pushing. Profit sharing or part ownership proposition preferred. Box 470, Printers' Ink.

Advertising Salesman—A worker and producer, desires to represent one, or limited number well-rated publications in New York and Eastern territory. 12 years' success in general, trade and export fields; extensive acquaintance. Salary or retainer and commission. Replies held confidential. Box 467, P. I.

WOMAN copy writer and executive in three important positions. Capable as assistant to the advertising manager. Versatile as a correspondent along sales lines. Will be in Chicago and New York about August 10. Send for me. Box 451, Printers' Ink.

Sales Promotion Man

Efficient assistant to busy sales executive wishes change. Knows how to assist in planning and executing sales campaigns, corresponding, etc.

Three years of experience with largest house in their line. Box 442, Printers' Ink.

My comprehension in publishing and advertising is quite limited. My business advertising separately.

YOUNG MAN

Marine Co. in advertising. Advertisers of marine equipment of nautical origin. Highly qualified. Familiar with marine make-up, advertising and all marine references.

Advertising man, 25, advertising writer. Well educated, conscientious, York and acquaintance. Several publications where he has 471.

SALESMAN

Young man, education, merchandise turned full-time at worry and a big business of Printers' Ink.

MILL

"GOOD" Two of us national and plan advertising men. Our plan and intelligent differences for ideas.

I can write goods. I know much. I am looking for salary.

I work some time. He is in Then better experience. I am fit.

From an now short

My comprehensive and successful experience in all the details of magazine publishing is offered for use in your advertising or circulation department. Am qualified to take complete charge of your business department or of your advertising or circulation department separately. Box 469, Printers' Ink.

YOUNG MAN—Just discharged from Marine Corps; several years' experience in advertising. Wishes position with reliable publisher or in advertising department of manufacturing concern. Thor-oughly familiar with printing, engraving, make-up, advertising writing and layout and all mechanical details. Excellent references. Box 463, Printers' Ink.

Advertising Salesman—Young married man, 25. Has had office, industrial and advertising experience. Excellent letter writer. Wide awake, original and a conscientious, hard worker. Covered New York and Southern territory. Good acquaintance among agents. Helped build several publications. Seeks opportunity where he can grow. Address Producer, Box 471, care of Printers' Ink.

**ADVERTISING MAN
SALES CORRESPONDENT
CAPABLE EXECUTIVE**

Young man, 27 years of age, college education with 6 years' general merchandise experience, has recently returned from France. Anxious to get back at a desk and lift a burden of worry and detail from the shoulders of a big busy business man. Box 455, care of Printers' Ink.

MILLION DOLLAR MAN!

"A GOOD IDEA IS WORTH A MILLION DOLLARS"

Two of my copy ideas making money for national advertisers. Am trained writer and plan man either technical or general advertising. Agency experience. College man. Competent to assume charge of plan and copy department and work intelligently with associates. Best of references and examples of the million dollar ideas on request. Box 456, P. I.

COPY MAN

I can write the kind of copy that sells goods.
I know a lot about advertising, but there is much I don't know.
I am looking for a Big job, not a Big salary.

JEROME E. WALTER,
18 Treacy Ave.,
Newark, N. J.

—proof a'plenty—

I would like to receive a letter from some manufacturer, simply saying that he is in the market for a Sales Manager. That will do as a preliminary. It will then be up to me to prove that by past experience and present accomplishment I am fitted for the job.

From this you will understand that I am now employed. But I can leave on short notice. Box 464, Printers' Ink.

ACCOUNTANT

Young woman, 23 years of age, good executive ability, 3 years' experience, desires a position as an accountant. Has an accurate knowledge of all office details banking and circulation work. Can also operate typewriter and dictaphone. At present employed as head accountant and office manager on a daily newspaper in a city with a population of 150,000. Address Box 462, Printers' Ink.

Rates for Advertising in **PRINTERS' INK**

Run of Paper

\$90 per page—\$180 per double page.

\$45 per half page.

\$22.50 per quarter page.

Smaller space, 50c per agate line.
Minimum one inch.

Preferred Positions

Second cover—\$100.

Page 5—\$110.

Pages 7-9-11-13—\$100 each.

Standard center spread—\$200.

Center of special four-page form—\$200.

Extra Color

\$40 extra for each color, for two pages or less. For more than two pages, \$20 per page per color.

Inserts

\$90 per page (four pages or more) furnished complete by the advertiser. Two-page inserts, furnished by advertiser, \$200.

Classified Advertising

50c per line. Not less than 5 lines.

Printers' Ink Publishing Company

185 Madison Avenue

New York

Chicago

Toronto

Atlanta

St. Louis

Boston

London

Los Angeles

Paris

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Dominance

Dominance does not necessarily mean bigness in physical appearance alone. In outdoor advertising it is a combination of size, location, color and circulation value — decidedly effective.

Thos. Cusack Co.

CHICAGO

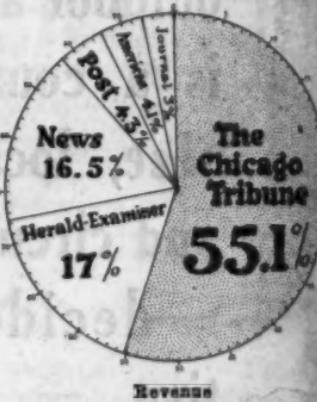
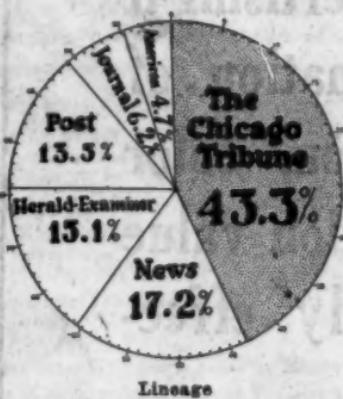
NEW YORK

Largest Advertising Company in the World

Chicago Tribune Supreme in Motor Advertising

During June, 1919, automobile, motor truck and accessory advertisers spent more money in The Chicago Tribune than in all other Chicago newspapers combined. Note these astonishing figures:

Paper	Lines	Cost at Minimum Rate
Herald-Examiner	49,190	\$22,007.05
News	56,244	20,247.84
Post	43,863	5,263.56
American	15,347	5,064.51
Journal	20,501	3,587.68
Total—5 papers	185,145	56,170.64
The Chicago Tribune	141,574	67,602.80



Henry Ford's advertising experts were right—The Chicago Tribune has no peer as a medium for automobile advertising. The Tribune has printed more motor advertising during the first six months of 1919 than during the entire year 1918.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

*Write for 1919 BOOK OF FACTS
On Markets and Merchandise*